

DEC 7 - 1932

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXXII

NEW YORK, DECEMBER 3, 1932

No. 23

HERALDING..

eight books to stock for a prosperous New Year of Grace...



January 3rd

Graham Greene ORIENT EXPRESS

An exciting cross-section of life by the author of *The Man Within*. \$2.50

Clemence Dane WILD DECEMBERS

A new play about the Brontës by the author of *Broome Stages*. \$2.00

Ruth Holland—J. B. Priestley THE DANGEROUS CORNER

A novel of hidden passions based on the successful play. \$2.00

Naomi Royde-Smith THE BRIDGE

A fine author at her best, in the sensitive portrait of a woman. \$2.50

Noel Streatfeild PARSON'S NINE

A delightful story of family life by the author of *The Whicharts*. \$2.00

Clarence E. Mulford THE ROUND-UP

Bob Corson again—in a thrilling J C Ranch adventure. \$2.00

Maysie Greig MEN ACT THAT WAY

Miss Greig joins our list with her finest popular romance. \$2.00

January 25th

The Greatest Event in Modern Book Publishing!

Sinclair Lewis' ANN VICKERS

See pages 2080-81

.. from **DOUBLEDAY, DORAN**

JAN.15 JAN.15 JAN.15 JAN.15 JAN.15 JAN.15 JAN.15

we held the presses . . .

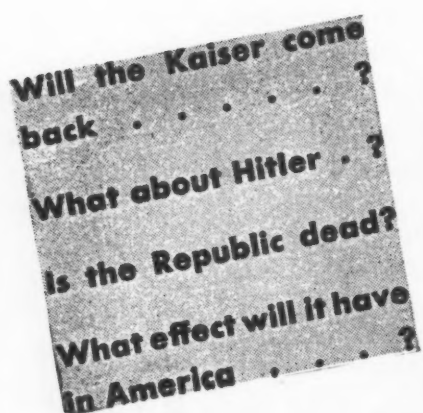
GERMANY puts the clock back

BY EDGAR ANSEL MOWRER

is a news book . . . about Germany's reaction against the Republic . . . written during the last six months . . . the last two chapters added, the first chapter re-written after the November 6th elections . . . THE most up-to-date book available on the German situation.

is an interpretation . . . of why the reaction was inevitable as well as how it came to pass . . . a study of the race personality of the German people . . . why they have in 1932 reverted to the militarism of 1914.

is a contribution . . . of significant, lasting importance to all that has been written of modern Germany. Key booksellers have seen the manuscript and urged us to publish it, saying there's a real market for it.



the author . . . Edgar A. Mowrer, one of America's leading journalists, student of international affairs, chief of the Chicago News Bureau in Berlin, war correspondent in France, Belgium and Italy in 1914 and '15.

Simultaneous publication in England, Germany and America. \$2.50

AND PUBLISHED BY MORROW

386 Fourth Avenue, New York. Canadian Representatives: McClelland & Stewart, Ltd., 215 Victoria Street, Toronto

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the story . . . A girl and a man quarreling in the dark of a country house. The owner of the estate and his guests rush down the stairs. All are in night clothes. The girl's slippers are stained with blood. Under the table lies a man—murdered not more than five minutes before! The famous detective Tolefree, who figured in "The Fatal Five Minutes", solves it—excitingly.

Jan. 4

your market . . . All mystery fans and all R. A. J. Walling fans, particularly those who like vital characterization as well as plot. \$2.00



THOSE SEVEN ALIBIS MYSTERY

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his first in two years—with a promise (good news to booksellers) of one a year hereafter.

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your market: All mystery and adventure fans, particularly those who demand the most excitement and the fastest plot. \$2.00

Dec. 8

KILLERS' RANGE

a new "WESTERN"

By **E. B. MANN**

who has retained and enlarged his audience in a bad year.

the story: A murdered cowboy, the whistle of bullets, a mysterious girl as defiant as she was charming—these were Dan Dugan's greetings when he came back to claim "Killers' Range". Dan Dugan had to fight it out with the bands of desperadoes that infested it. And did.

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Jan. 15

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of Best Sellers"**

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Doubleday, Doran

—the new best seller by

	TOTAL SALE (U. S. A.)	TOTAL SALE IN DOLLARS
1920... MAIN STREET	723,473	\$ 1,105,104.
1922... BABBITT	383,316	\$ 646,860
1925... ARROWSMITH	290,834	\$ 472,487
1927... ELMER GANTRY	403,389	\$ 903,146
1929... DODSWORTH	91,895 WITHOUT REPRINT	\$ 229,738

Bookstore sales to date on

SINCLAIR LEWIS -
\$3,357,335.00

SINCLAIR LEWIS

Leaders for Xmas

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*The Ryerson Press, Queen and John Streets, Toronto, Ontario,
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**These five books are to be published on January 3rd—Book-sellers may release them for sale on December 26th
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★ **SVEN HEDIN**

JEHOL, CITY OF EMPERORS

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STOCK ON HAND TO
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Just Before Christmas*

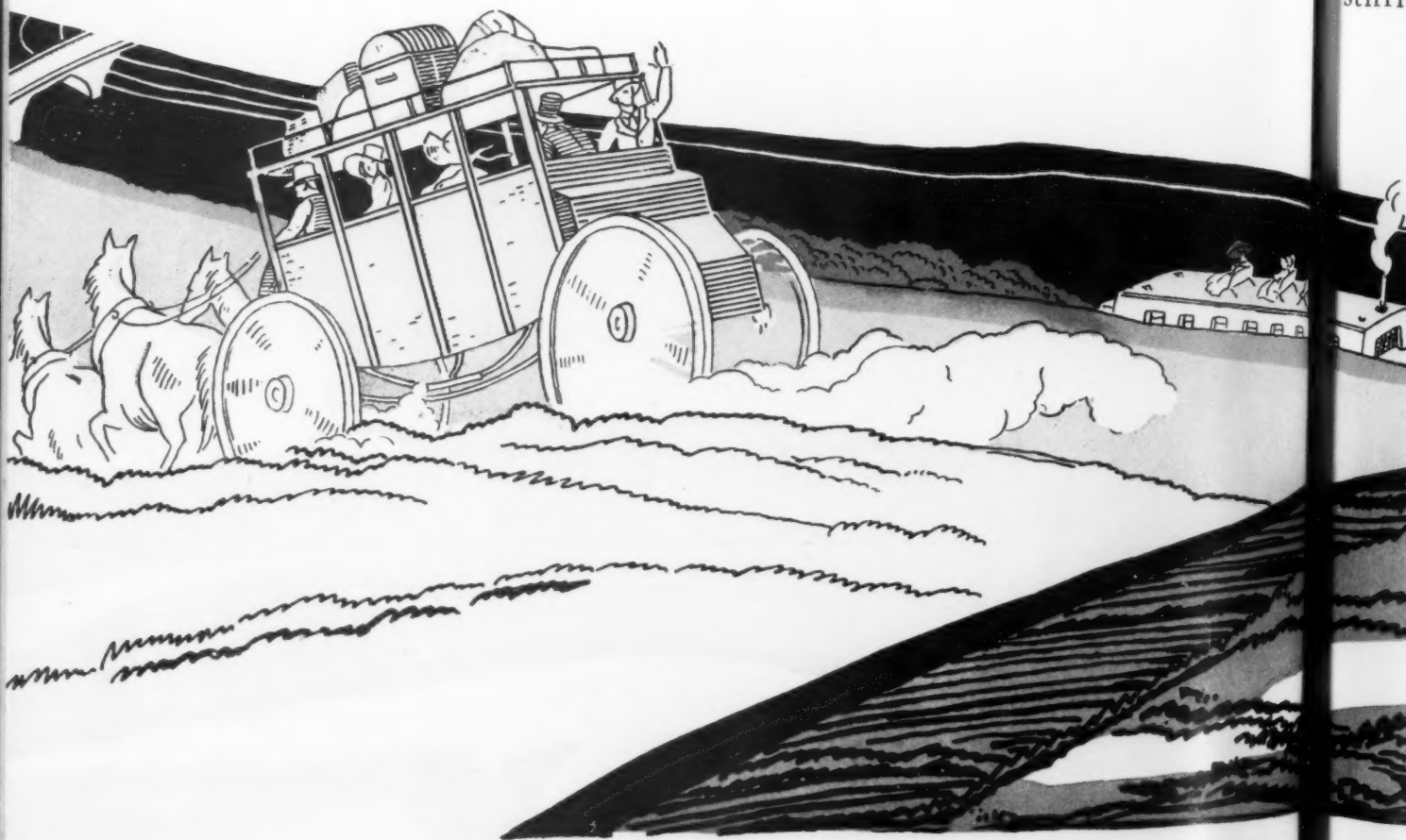
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To the **BOOKSELLERS of AMERICA**

ANONYMOUS FOOTSTEPS by John M. O'Connor was published Friday, November 25th. This announcement by Cheshire House, Walter P. Chrysler, Jr., President, should be of interest to every sound bookselling organization in the country. Cheshire House was established and is known as publishers of fine books. From a typographical standpoint, beauty of design, and format, The American Institute of Graphic Arts selected three books from the presses of Cheshire House—three being the maximum number of books its committee of judges is allowed to select from the works of one publisher. This award by The American Institute of Graphic Arts established the reputation of the limited editions of Cheshire House.

ANONYMOUS FOOTSTEPS is a trade publication—it is fiction—it is a Cheshire House Mystery Story—it marks the first step in the general publishing field that Cheshire House has taken.

ANONYMOUS FOOTSTEPS will bear out this reputation of fine book publishing. John O'Connor has not written just a mystery story, he has written a story with exceptional brilliance of style. The author has no formula for the writing of mystery stories, he has no hackneyed theme, he has no melodrama; but in **ANONYMOUS FOOTSTEPS** he has created an excellent piece of literature dealing with the astounding murders in a segregated snow-bound island in the Adirondacks. There has never been a murder mystery novel any more exciting, thrilling or interesting than **ANONYMOUS FOOTSTEPS** by John M. O'Connor, published by Cheshire House, Inc. Priced at \$2.00.

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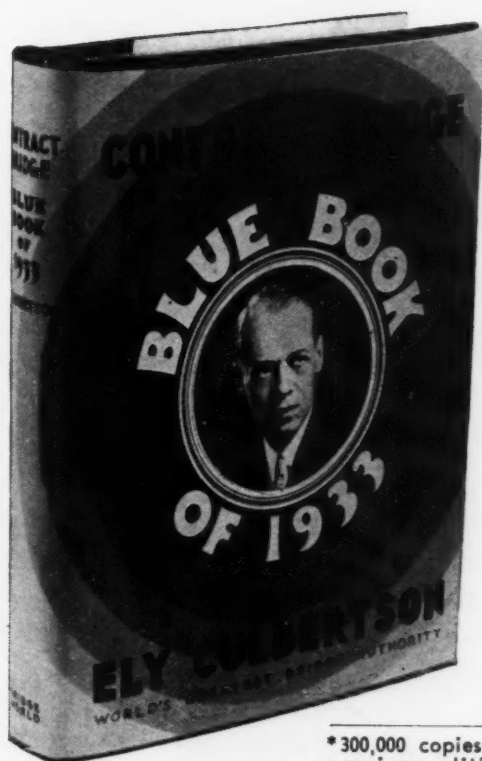
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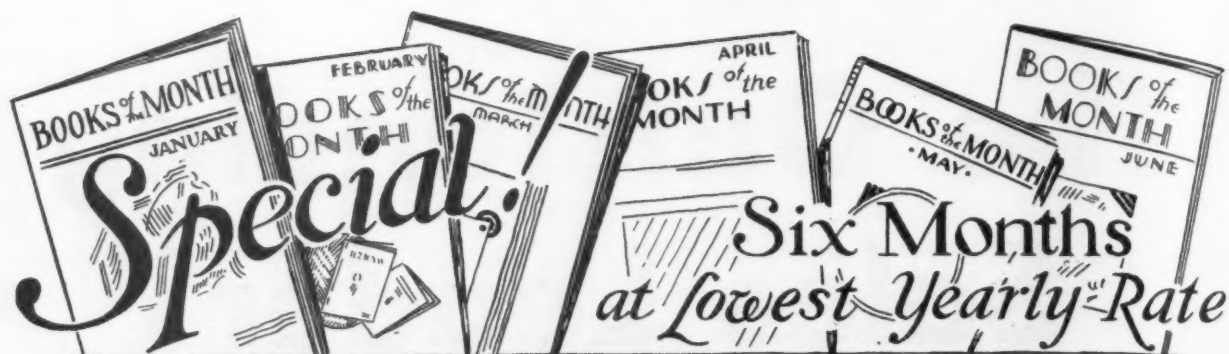
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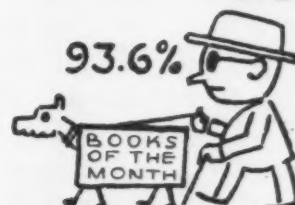
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, DECEMBER 3, 1932



This streamer, in colors, will be furnished again this year by the National Association of Book Publishers to any bookseller on request

Those Hectic Weeks

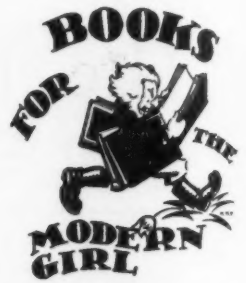
The Fortnight Preceding Christmas Is Usually a Nightmare to Retailers. This Article Attempts to Give a Few Suggestions for Reducing the Disorder

WHAT CAN A BOOKSELLER do to reduce the disorder that is always attendant on the last two weeks or so of Christmas shopping? Every bookstore, of course, has its own peculiar problems, depending on the size of the store, its location, its physical layout and its clientele, and every bookseller who has been through more than one Christmas season has devised various ways and means of simplifying his task during the hectic period. Our intention here, rather than to instruct will be to mention a few ways that booksellers have actually found of keeping things in hand.

A bookshop notoriously never has enough space to display its stock. Even this Christmas when stocks are lower than ever before, the problem of giving every title adequate display is a real one. Therefore the location of the books within the store is something that must be carefully planned. The general feeling seems to be that if the walls could be pushed back about four feet in each direction and the aisles widened a foot or so there might be room enough. What can be done is to see

that no books occupy more space than their nature warrants. In shops where the rental library circulation falls off considerably during the holiday season, and this seems to be quite a common phenomenon, some of the library shelves may be sacrificed for stock for two weeks or so. The older and less popular library books may be separated from their newer colleagues for the time being and put away in the bins or on lower shelves, where they are still accessible, until after Christmas. This will release some shelf space for books for sale.

Aisles should be kept as free as possible, to allow your customers to move about as easily as possible. The more they can wait on themselves the easier it will be for them and for your clerks. To this end a table of the most popular books, at the front of the store and in plain view has been found a distinct asset. These books should be separated as much as possible into general classifications, fiction, non-fiction, humor and juvenile. If they are in plain view the customer often will have been able to pick up one or more of these before find-



These four cards, 8" x 9", designed by the Petershams, are supplied by the N.A.B.P.

ing a clerk to wait on him, and the clerk can thus begin immediately on the plus sale if it is in prospect. It seems advisable also to put aside on lower shelves the books that are not greatly affected by Christmas shopping; they will be asked for, if they are wanted, and the visible display space that they may have occupied should be given over to books which have a chance to sell themselves. Novelty books for instance will not sell at all unless they are in a spot where they catch the customer's eye and can easily be examined.

Many stores have learned that one of the best ways of securing smooth operation is to arrange the store so that the wrapping desk and cash register are central and easily accessible. It was suggested last week that two wrapping desks, when feasible, are a great advantage. Clerks should not have to wait in line to wrap up purchases, and they should not have to wade through the length of the crowded store to make change or tie up bundles. Here again ample aisle room proves its worth.

Window displays planned so that they do not have to be greatly disturbed to reach any book in the window are also an advantage. It will often happen that clerks will have to go to the window for a title. If they have to spend much time getting in and out of the window or rearranging it the display defeats its own purpose.

The technique of the clerk is another important feature. The good clerk in this hectic period must be able to wait on three or four customers at once and keep them all contented. He must know the general location of all the stock. He must know how not to waste time. Many managers instruct their clerks not to wait on customers unless they are asked for information or service. In this way the "lookers" are allowed to look without using the time of

a clerk who might otherwise be occupied. The clerk when approached should always have a ready answer on the tip of his tongue. When he is asked for suggestions he should be able promptly to produce something appropriate. If he is an ideal clerk he will have in mind the shop's older stock, as well as the newer books, and will be able even to suggest plugs when they are appropriate. When a clerk is waiting on more than one customer, he should see to it that each of them has a selection of books to look at while waiting and should be warned never, never to forget a customer.

The large store has often found a saving in time in delegating one clerk alone to take telephone orders. He may be used on the floor as well, but he and he alone should be made responsible for the telephone, and should take all telephone orders unless of course, a specific clerk is asked for. If the phone is left to whichever one of the staff is not busy at the moment, whoever answers is likely to be sidetracked by an importunate customer on the floor and to forget entirely that he has another customer on the end of the wire.

The stock should be kept in order at all times. Unless there is some system about this it will never be done. A good way is to make each clerk responsible for certain sections and tables, seeing to it that all books in his section whether displaced by himself or some other clerk, are put into place as soon as possible.

As for the manager, if he has been through one Christmas, he has already learned that he must be in three places at once, that he must face the prospect of having to determine in advance what books are going to be most in demand as Christmas gifts, and that he must have the patience of Job, the energy of Hercules and

the wisdom of Solomon. To carry the store through the holidays with the greatest amount of success he will have to keep a constant and careful eye on his stock, ordering promptly and adequately, and knowing, on the other hand when to stop ordering. He will have to train temporary clerks and guide them after they are trained. He will have to spend many hours designing window displays and many more hours rearranging them to secure the maximum benefit. He will have to be constantly watchful to see that his store is giv-

ing the best possible service and selling the greatest possible number of books.

Wallis Howe, of the *New York Evening Post*, whose *Spot News Bulletin* is familiar to every New York bookseller, says that this year's Christmas sales should run to more than 21% of the year's business. There seems to be a decided pick-up in book sales just at present, but if a bookseller is to have a profitable season he must bend every effort toward making new customers and keeping his old customers completely satisfied.

"Have You 'Moon-Calf'?"

Philadelphia Booksellers, in Many Cases, Fail to Use Constructive Salesmanship

A GOOD BOOKSELLER should be able to size up a customer, decide whether McGuffey's Third Reader or Plato's "Dialogues" would appeal to him, and then try to sell it to him. This was a Philadelphian's definition of good salesmanship in the retail booktrade. Do retail booksellers actually try to do this? It was decided to try in Philadelphia an experiment similar to one that had been tried in New York.

A reporter visited ten of the leading bookstores asking for Floyd Dell's "Moon-Calf." The original edition is out of print; a cheap reprint is available; a new book by the author is just out. Failing to have the book, would the bookseller attempt to sell the new book or other books by the author or interest the customer in anything that might appeal to a reader of Floyd Dell?

In each store the same procedure was followed and the book asked for in the same words. The reporter was interested, looked about the store at random, examined any books that were offered. In short, she gave the clerk every opportunity for offering suggestions.

1. In the first store, the reporter looked about for some time before receiving attention, probably because she patronizes the lending library there and often looks around without buying. (One clerk in this same store never fails to take advantage of any indication of interest. On another

occasion he almost persuaded her to order the new edition of Spengler's "Decline of the West" when she had stated her definite interest in the history of art.) When a clerk did come up, the reporter asked, "Do you have 'Moon-Calf' by Dell?" The clerk immediately replied, "No, but we could order it for you." He verified his statement by looking on the shelf, then produced "Diana Stair," saying, "But have you seen his new one? The *Times* had a very fine review of it." He again offered to order "Moon-Calf" saying the price would be \$2.50. Pleasing manner and good salesmanship, although ignorant that the book was out of print and a reprint available.

2. In the second store the clerk asked, "Is that Floyd Dell? Don't think we have it." Asked another salesgirl, who said no. She hurried over to see if it was in the *Modern Library*, reluctantly offered to order it when she found that it was not, and stated the price as \$2 or \$2.50. This is a department store where there is little incentive to look around. The salespeople are evidently not chosen for their interest in or knowledge of books.

3. The next inquiry was made in a small shop. The young man in charge was visiting with some friends when the reporter arrived and as they stood in the main passage to bookshelves, she had no chance to look about before asking the usual question.

The young man removed a pipe from his mouth and politely said, "No, I'm afraid we haven't it. I'm sorry." Excellent manners but no salesmanship.

4. "No" was the answer in the next shop. Then after some hesitation, "Only his new one." The matter would have ended there, but the reporter asked to see it. "Said to be e-qually-ly as good as the other," was the comment. Said it might be possible to order "Moon-Calf."

5. The reporter visited the book section of another large department store, quieter than the first, but easily accessible. The clerk was puzzled by the request. She asked vaguely "Is that Ethel M.?" "No, Floyd." "Oh no, we haven't but we have his new one." She did not offer "Diana Stair" to the customer, but looked inside at the list of books to see that "Moon-Calf" was listed. Had evidently never heard of it before. Repeated "No, we don't have that," in the same way.

6. In the next store, "That isn't new, is it?" the clerk half whispered, as if afraid someone might overhear. Assured that it was not, she looked on the shelf, said it was not in stock but could be ordered. Gave the price as 75 cents. The reporter's hopes rose. Here was someone who knew there was a reprint! But they sank suddenly as the clerk asked, "You mean Ethel Dell, don't you?" When corrected she made many exclamations over her dumbness. "Guess I'd better get awake this morning!" (It was noon.) She good-humoredly looked again, offered to order it for \$2 or \$2.50 and suggested trying Wanamaker's. Did not offer any other books by the author although the new one was prominently displayed. She was pleasant but ineffective.

7. A most inviting, attractive shop was

visited. Very little persuasion would have been needed to make the customer buy almost anything. The answer was simply "No." No salesmanship, when only a little was needed. This was the most disappointing experience of all.

8. In another store, an extremely pleasant, businesslike young man said he thought it was out of print, and that it was 75 cents. He started to look it up in the catalogs, which were right at hand. "Meanwhile—" and he presented the reporter with a copy of "Diana Stair." "This is up to his old standard. As good as anything he'd done." Reported from the catalogs (erroneously) that both the original and the reprint were out of print and offered to advertise for a copy. Although his information was incorrect, his salesmanship was excellent.

9. In a small suburban shop with a small stock the answer was "No, we have only his new one." Did not offer that.

10. In the last of the ten: "Is that very new?" "No, we wouldn't have anything as old as that. We have one or two others of his—what is it—'Love Without Money' and 'Diana Stair.'" Did not offer to show these. The reporter expressed admiration of the bookshop, and admired an etching, but no attempt was made to take advantage of her interest.

The results are self evident. Only one clerk out of the ten knew that the original edition was out of print, although four offered to order it. Only that same one knew (or found out) that there was a reprint. Two were resourceful enough to offer the new novel by Floyd Dell, although others mentioned it. Not one made the effort to "size up the customer" and suggest other books that might possibly interest her.

This article is the third in a series of bookshop surveys conducted by the Publishers' Weekly. In the issue of August 30, 1932, appears the survey of New York under the title "We Buy 'The Wasteland.'" Last week's issue contained a similar survey of Boston, titled "We Buy 'Moon-Calf,'" while a study of Chicago will appear next week.

Authors and the Book Trade

Reviewed by Eugene F. Saxton

Editor, Harper & Brothers

THIS LITTLE VOLUME* comes at a time when the publishing world, in the United States at least, is feeling seismic tremors of considerable violence. Mr. Swinnerton has no direct concern with these manifestations, but his book deals with basic problems in publishing and therefore its appearance at this particular moment is a bit of good luck for everybody.

There have been other books on writing and publishing. Walter Hines Page wrote one twenty or more years ago which was largely a publisher's apologia. Robert Cortes Holliday produced a volume ten or twelve years ago dealing with writing as a business enterprise. A somewhat similar book was written by Michael Joseph in England and issued in an American edition in collaboration with the late Grant Overton. More recently Mr. Stanley Unwin, a London publisher, has embodied his long experience of English and Continental publishing and bookselling in a work that is generally accepted as a standard.

It is not necessary to belittle any of these earlier works in order to do justice to Mr. Swinnerton. The truth of the matter is that no one has approached the five-headed dragon of author, agent, publisher, bookseller and reading-public in the same fashion or with the same first-hand knowledge. The author of twenty books, the literary adviser of Chatto and Windus for fifteen years, a contributor to critical reviews and literary supplements for twenty-odd years, Frank Swinnerton has brought a distilled wisdom into these pages as persuasive as it is ripe.

To the outsider, dwelling in a more prosaic world, or at least in a world which he is apt to regard as one of material substance and reality, the vocation of writing too often has worn the aspect of no work at all—a species of extracting rabbits from a hat. A well-known and successful novel-

ist recently said rather sadly that most of her friends regarded the labor of writing her books as a sort of spare-time embroidery. "It is so nice," they said, "that you are able to do this on the side." That she actually puts in ten hours a day and needs eight months to finish the job is more than any of them could believe.

Publishing as a job has not fared much better in the popular imagination because there it has been sicklied o'er with a pale cast of Literature. Just how it came about that Literature was thought to be one thing and writing another is too long a story, but it seems fair to say that the chief responsibility rests on the shoulders of the English departments of our schools and colleges. Today, if one may infer the prevailing collegiate idea of publishing from the kind of positions the graduates seek, the publishing life consists of quiet hours in a book-lined room writing themes upon submitted manuscripts.

If Mr. Swinnerton's book cannot dispel for its reader these and many other illusions, it is probably safe to say that no vicarious experience however persuasively set down can do the trick. In the amusing chapter, "Who would be a writer?" there is certainly ample wisdom wrung from hard experience to give the beginner pause. But pausing is not characteristic of beginners and it is probably just as well. For the more one sees of writers the more likely it seems that they are possessed. Whether divinely or not is another matter, but either way they are bound to write if the thing is in their blood. To these Mr. Swinnerton would be the first to say, "Go ahead," but he would add, "don't minimize the difficulties and don't fall into the common error of identifying the need for self-expression with the ability to write."

The chapter in this book on the subject of advertising is a classic in publishing literature. It will be familiar to some of us whose memories go back ten years or so,

* *Authors and the Book Trade*. By Frank Swinnerton. With notes by Frederic Melcher. Alfred A. Knopf. \$2.00.

for it first appeared in *The Bookman* and the repercussions of its publication there led to its private circulation among authors and publishers in pamphlet form. It should be read afresh once a year on New Year's Day by every author and publisher. There is no problem in the whole round of publishing that is more vexed, more misconceived and more fruitful of disagreement. The beauty of Mr. Swinnerton's exposition is that anybody can understand it, whether he be in the publishing business or outside of it, and that it is put forward by a man who is himself the author of twenty volumes. Any such argument would be immediately suspect if it came from a publisher. His thesis that "*Advertising Does Not Sell Books*" is not advanced as an argument against all advertising. He is concerned with showing up the fallacy of regarding advertising as the essential motive power in book sales and the facts he sets forth are demonstrated every week in the phenomaha of book distribution familiar to every publisher. Incidentally he puts his finger upon a fact of great significance, but generally ignored by the author. How is one to account for the extraordinary virtue attributed by all authors to the use of *paid* space in a medium whose *book review* space, oftentimes given to far greater extent than the publisher could afford to buy and in laudation of the same work, fails to produce even one traceable order? This is one of the unsolved mysteries of every publishing office. Mr. Swinnerton has another answer. He says categorically: "The thing which makes us buy books is simply and solely personal recommendation, talk, the sense that the book is 'in the air' and must be read. . . ."

The temptation is very great to go on to other issues raised by this provocative little book, but enough has been said to disclose its very personal quality. In the opinion of this commentator at least it is the wisest and most readable book on publishing that can be got. It is surprising that so little allowance need be made for the difference between English and American conditions. The notes which Mr. Melcher has supplied serve admirably to bridge the ocean. These points occur naturally more often in matters of publishing costs, styles of book manufacture and methods of distribution. The chapter on reviewing is, of necessity, so completely English that it presents few

parallels with our own conditions. The "star reviewer" in Mr. Swinnerton's terms is without a double here unless we choose to regard the column-conductors as such. But the resemblance is tenuous.

There are two important chapters devoted to Booksellers and Literary Agents. Mr. Swinnerton is wholeheartedly in favor of the agent and in that respect reflects the general attitude of English writers. Due probably to the concentration of literary life in London, the English agent has played a more universal rôle than his confrère in the United States, except possibly in the field of magazine material, plays and motion pictures. The bookseller's problems as viewed by Mr. Swinnerton are well nigh universal. Adequate and sufficiently varied stock, inventory, discounts, too many poor books, circulating libraries, overhead—these rise as familiar ghosts against a backdrop of the Cheney Report. The light in the East upon which Mr. Swinnerton fixes his eyes is the flare which during the past few months has beckoned us more insistently. He says: "Books cannot be any dearer than they are, or very much cheaper. . . . The one hope is that more and more books will be sold. Here all three classes can work together—the author by writing good books; the publisher by publishing only good books; the bookseller by selling the good books to a public which loves the best and is willing to buy it."

That leaves only three or four questions to be answered:

What are good books?

When does the publication of a book which the publisher likes become a sound business venture and when a Wall Street gamble?

What will the bookseller do if he knows a book is good but finds he can't readily sell it?

These are not ironical questions; they are different facets of a paradoxical problem. There is so much good sense in this book about all of them that one would like to see it widely circulated among writers, editors, booksellers, publishers—above all, among heads of writing courses. A public-spirited individual or publishing-bookselling group could look further and fare worse in search of a good deed in a distressful world. The answers to some of the publishing puzzles might come sooner with its aid.

How the Critic Sells Books

An Interview With Isabel Paterson Who Conducts "Turns With a Book Worm" for the "Herald Tribune"

THE BOOK columnist has one great advantage over other critics; he or she can repeat his good advice over and over until the effect begins to be visible to the naked eye. Isabel Paterson made the point the other day in an informal chat with a member of the *Publishers' Weekly* staff. A good review may sell many copies of a book, but it's hard for the best reviews to sell the unknown author, the new and unusual sort of book. We all have so much to listen to and learn about that our only protection is a thick and ample cloak of indifference and only when we hear an author's name repeated pretty often is our curiosity so aroused that we peer out from its folds.

Mrs. Paterson thinks most of us have forgotten the debt we owe to H. L. Mencken. Anyone who reads Mark Sullivan's "Our Times" can see the sort of novels we used to read before Mencken began to write book criticism. He was the broad axe man through the thick woods, the pioneer. He encouraged the new characteristically American authors and found an audience for them. He fought for the recognition of Dreiser in a world that was reading either George Barr McCutcheon or Matthew Arnold. Later Burton Rascoe carried on the work which Mencken began. He made people read Cabell and like it as Mencken had made them read Dreiser. And many other critics also followed Mencken's lead. Elinor Wylie was encouraged by William Rose Bénét and Carl Van Doren not by a kind word just once, but constantly so that she had the courage to write and the public the sympathy to listen. Now we see critics so well disposed to the new author, so willing to hear new voices that we forget that it has not always been so.

It is in this tradition that Isabel Paterson belongs. Every Sunday for eight weeks she recommended Richard Hughes's "The Innocent Voyage" in her column *Turns With a Book Worm* until every



Photograph by Doris Ulmann

Isabel Paterson

tired business man who read the *Herald Tribune* of a Sunday had heard of it, and some even bought it. She persistently recommended Will Cuppy's "How to Tell Your Friends From the Apes" and Mathilde Eiker's "Over the Boatside." Mrs. Paterson deserves a large part of the credit for the success of "The Innocent Voyage" and Grace Zaring Stone's "The Bitter Tea of General Yen."

Mrs. Paterson came to New York to work on various newspapers. She progressed to the position of assistant to Burton Rascoe, when he was literary editor of the *Tribune*. She helped Stuart Sherman edit *Books* for the *Tribune* and began her famous *Turns With a Book Worm* column when Irita Van Doren succeeded Mr. Sherman. She has just written her first modern novel since the war, "Never Ask The End" (Morrow) which is the January choice of the Literary Guild. Sinclair Lewis burst into a spontaneous hymn of praise as he read it saying it introduced Mrs. Paterson to the ranks of really important novelists. Her earlier books were historical novels.

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.
—BACON.

Aggressive Retailing

"AGGRESSIVE RETAILING," said Dr. Julius Klein, Assistant Secretary of Commerce, recently to a radio audience, "is largely the development and utilization of new ideas, ideas which are the result of constructive imagination. The capacity for offering practical suggestions is a quality that every wise retailer will take pains to cultivate in his employees. Organized systems for the encouragement and use of employees' suggestions are highly desirable and should be planned with care. The interest of sales people must be stimulated and their diffidence overcome."

Dr. Klein told the story of the pelicans which used to congregate around a sardine cannery in California. "The plant was closed down, and the birds began to starve to death. They had forgotten how to fish for themselves. It should surely be plain by now that every retailer has got to fish for business—and fish skillfully and resolutely. Greater aggressiveness is most certainly needed in retail selling, as is made clear by the study of 200 stores of all kinds, big and little. Only 8% of the clerks in these stores made any effort to sell something other than the article that the customer requested. Hundreds of retail paint

stores were checked up on a count basis, and only 5% of the salesmen tested were classed as excellent. 95% were regarded as lacking in initiative.

"To be strictly up to the minute is certainly one of the major functions of aggressive retailing. That is particularly vital in the matter of style merchandise. Even in this slump year there are \$100,000,000 worth of goods bought at retail in this country, during each business day, and it makes a lot of difference whether these purchasers get their money's worth or get proper service.

"Aggressiveness in retailing does not mean high pressure advertising; it does not imply a brazen and clamorous insistence; persuasiveness can find expression in more moderate and gracious methods. It is unwise to limit advertising to low-priced items or to concentrate on them too much; well-conceived copy should be designed to appeal to each class of customer and to raise the amount of the average sale. True showmanship is something for which the retailer should strive; it can be manifested through contests, lectures and exhibits, unusual but sensible stunts."

Dr. Klein's remarks have a very practical application to the booktrade as is shown by the merchandizing surveys made in leading cities of this country by the *Publishers' Weekly*. In this issue is printed the survey made in Philadelphia; Boston and New York have already been treated. The article by Cedric R. Crowell on "Intelligent and Aggressive Bookselling" in last week's issue makes a direct application of Dr. Klein's conclusions to the particular problems of the booktrade.

The Price of Books

THE GENERAL PUBLIC EVINCES a decided interest in book publishing, and in the last ten years this interest has seemed to increase, books and articles about it having appeared in pretty generous numbers. Yet, in spite of this, popular misconceptions about publishing abound, and the press owes it to the industry to make its accounts of the publishing business as accurate as possible, so that the misconceptions may be kept at a minimum. Of course, one of the chief concerns of the public will always be in the price of books or the price levels of different types of books. This subject has

been very capably taken up in the leading editorial of the *Saturday Review of Literature* of November 26th, an editorial which should be read by all booksellers and commended to their customers.

As Dr. Canby points out, the public seems to be rather at sea as to the difference between a new book and a remainder and between a new book and a reprint. When the reprint first appeared in bookstores thirty years ago, it was some time before the public could understand how one book could be on the counters at 50c. while a later book by the same author was selling for \$1.50. Bookstores explained that the cost of setting the book is not charged against the reprint but only a moderate plate rental of about 5c. a copy, and that though the original edition had paid the author 10% to 20% on the retail price the reprint pays but 5c. These facts gradually came to be understood. Later years fixed by custom that no book should be reprinted within a year of its first publication. In the meantime, as cost levels rose, reprint prices had risen from 50c. to 75c., and some of finer manufacture were \$1.

Reprints of non-fiction are more recent and still need explanation to the public; and it should be the bookseller's responsibility to explain them. He must explain that only books certain to sell well can be included among the reprints. The author, being guaranteed that an edition of a good size will be made, takes a small proportional royalty per copy. Advertising cost has been cut out because the title has been made known by the original campaign.

The "remainder" has been always with us, as it is obviously impossible for any publisher to guess with complete accuracy just how many copies of a book will sell. When the extent of an overstock has become clear, the publisher has sought ways to get rid of them, necessarily without profit to himself or royalty to the author. The public who buys remainders has usually been a special public. It is only in the last few years that the mounting overstock has been so much a problem that a wider market has been sought by front street window displays. This distress merchandise has led many people to think that the price of new books is too high, but, as the *Saturday Review* points out, "a remainder is precisely what its name implies. It is a

book which did not sell and is offered at a price below the cost of production which represents not a gain but a loss to the publisher."

There *must* be profit both for authors and publishers if books are to be produced and distributed, and, as the *Review* says, if the hazard were eliminated, much of the best in literature might fail of publication, and there is hazard and expense in launching new books. No edition of less than 2,500 copies of a novel can provide any profit whatsoever for the publisher, even when it is priced at \$2 or \$2.50. To bind in paper would save only 12c. a copy, while the selling price would be not more than 25c. less than a cloth bound book.

"Can the percentage of remainders and books that never go beyond the first edition be reduced?" asks the *Saturday Review*? "We believe so... But unquestionably the wastage is too high. There are too many disappointing second books published after good first books by young authors, too many mediocre new books taken for fear that another publisher will gobble a new author. An average of 70 % of financial failure is too high. And if it were 60% or 50%—if unfortunate titles were reduced that much in number, it is probable that prices might be reduced also. In this, and in possible reduction of labor costs, in better methods of distribution, in some control of authors' advances, in more effective promotion, lie the best hopes."

Confusion in Organization Names

IT IS MOST UNFORTUNATE that a new organization, The Society for Adult Education, should have used a name so confusingly like that of the already established national organization, The American Association for Adult Education, whose work has been generously supported by appropriations from the Carnegie Foundation and which has begun to bear much fruit.

The American Association for Adult Education whose office is 60 East 42nd St., New York, explains that it has no relationship with this new organization. The Society for Adult Education which is at 205 W. Wacker Drive, Chicago, publishes and is advertising a set of ten volumes, largely devoted to the problems of psychology. W. H. Mikesell is editor-in-chief and Frank W. Dingner advising editor.

P. W. Form-Sheet

Neck and Neck

SOME BEST SELLERS OF THE PAST WEEK

- FLOWERING WILDERNESS. By John Galsworthy. Scribner, \$2.50.
- THE NARROW CORNER. By W. Somerset Maugham. Doubleday, Doran, \$2.50.
- THE FOUNTAIN. By Charles Morgan. Knopf, \$2.50.
- INHERITANCE. By Phyllis Bentley. Macmillan, \$2.50.
- PETER ASHLEY. By Du Bose Heyward. Farrar & Rinehart, \$2.50.
- THE MARCH OF DEMOCRACY. By James Truslow Adams. Scribner, \$3.50.
- VAN LOON'S GEOGRAPHY. Simon & Schuster, \$3.75.
- OUR TIMES, 1909-1914. By Mark Sullivan. Scribner, \$3.75.
- NAPOLEON. By Hilaire Belloc. Lippincott, \$4.
- A NEW DEAL. By Stuart Chase. Macmillan, \$2.
- The best seller last week, in fiction, in New York, Philadelphia, Chicago, St. Louis and San Francisco, according to the stores reporting to the *N. Y. Times*.
- Second in New York, Philadelphia, Washington, Chicago, and San Francisco.
- Now in its sixth month of best-seller-dom.
- During November its sales passed the 25,000 mark.
- Listed in the *Times* as Atlanta's fiction best seller. Its sales are mounting in all sections of the country as well as in the South.
- The leader in Philadelphia and Atlanta, says the *Times*. So far it's first on our November best seller list, but all reports aren't in and it's being pressed hard by Van Loon.
- A fifth printing of 10,000 brings its total up to 108,000, including book club sale.
- The non-fiction best seller in Washington last week.
- The leader at six Boston stores, and second at five in Philadelphia.
- Radio reviews made this the leader in non-fiction on the Pacific coast.

Betting Favorites

- THE HOUSE UNDER THE WATER. By Francis Brett Young. Harper, \$2.50.
- FORGIVE US OUR TRESPASSES. By Lloyd Douglas. Houghton Mifflin, \$2.50.
- THE BISHOP'S JAEGERs. By Thorne Smith. Doubleday, Doran, \$2.
- FAMILY HISTORY. By V. Sackville-West. Doubleday, Doran, \$2.50.
- WANTON MALLY. By Booth Tarkington. Doubleday, Doran, \$2.
- MEN AGAINST DEATH. By Paul De Kruif. Harcourt, Brace, \$3.50.
- FOOT-LOOSE IN THE BRITISH ISLES. By Harry Franck. Century, \$3.50.
- WAR DEBTS AND WORLD PROSPERITY. By H. G. Moulton and Leo Pasvolksy. Century, \$3.
- THE FLYING CARPET. By Richard Halliburton. Bobbs-Merrill, \$3.75.
- LIFE BEGINS AT FORTY. By Walter B. Pitkin. Whittlesey House, \$1.50.
- Six Boston stores placed it first in fiction sales there last week.
- Heads the list of McClurg's best selling fiction for the past week. John Remington of Norman, Remington, Baltimore, is betting heavily on it.
- One of the three best sellers in New York and St. Louis last week according to the *Times*.
- One of the three best sellers at Chicago stores, and the best seller during November at Gelber-Lilienthal in San Francisco.
- The first sales on the new "Beaucaire" are promising.
- First in non-fiction last week at six San Francisco stores.
- Sold second in non-fiction at six Boston stores.
- Third printing. A runaway in New York stores.
- Jim Daggett of Bobbs-Merrill tells us that their favorite in the heavy money got off high, wide and handsome—with "Lances Down" not far behind.
- Sold 1300 copies last week, and orders are coming in steadily from stores scattered all over the country.

P. W. Form-Sheet

At the Post

AMID THESE STORMS. By the Rt. Hon. Winston S. Churchill. Scribner, \$3.50.

AND NOW ALL THIS. By Walter C. Sellar and Robert J. Yeatman. Dutton, \$1.75.

THE BOX FROM JAPAN. By Harry Stephen Keeler. Dutton, \$2.50.

CAN AMERICA STAY AT HOME? By Frank H. Simonds. Harper, \$3.

THE DECLINE OF THE WEST. By Oswald Spengler. Knopf, \$5.

EVERYTHING'S ROSY. By O. Soglow. Farrar & Rinehart, \$2.50.

THE MURDER OF CAROLINE BUNDY. By Alice Campbell. Farrar & Rinehart, \$2.

THE ODYSSEY OF HOMER. Translated by T. E. Lawrence. Oxford University Press, \$3.50.

RADIO ROUND-UPS. By Joseph Gurman and Myron Slager. Lothrop, Lee & Shepard, \$1.

YOUNG WOMAN OF 1914. By Arnold Zweig. Viking Press, \$2.50.

Experiences of the famous Englishman, which won a leading review in the N. Y. *Herald Tribune*.

Humor in a series of general mis-information tests by the authors of "1066 and All That," which sold over 68,000 copies.

The only other Dutton December publication is a 750-page mystery story.

The author of "Can Europe Keep the Peace?" writes a very informative book for the general reader on the relations of the United States with Europe, war debts, disarmament, etc.

The one-volume edition of this important work.

An adult picture book with double exposures.

Another mystery in which Farrar & Rinehart use those good-looking illustrations on the endpapers.

When the Odyssey comes out in as good-looking a trade edition as this, it's news.

Minute biographies and drawings of the radio stars.

A new novel in "The Case of Sergeant Grischa" tetralogy, not so sombre as "Grischa" but a penetrating story of young women in wartime.

Dark Horses

MAN AND MASK. By Feodor Chaliapin. Knopf, \$3.50.

THE DRIFT FENCE. By Zane Grey. Harper.

IMITATION OF LIFE. By Fannie Hurst. Harper.

THE COLOURED DOME. By Francis Stuart. Macmillan.

COTTON CAVALIER. By John Thomas Goodrich. Farrar & Rinehart, \$2.

THE KENNEL MURDER CASE. By S. S. Van Dine. Scribner.

THE PRISON WALL. By Ethel M. Dell. Putnam, \$2.

SILVER MAGIC. By Elizabeth Carfrae. Putnam, \$2.

MARIE ANTOINETTE. By Katharine Anthony. Knopf, \$3.

Dec. 15. The autobiography of the famous Russian singer will be published earlier than first announced.

Jan. 3. A western story.

Jan. 5. A novel.

Jan. 10. A dramatic story of twenty-four hours in Dublin, when the hero meets a great revolutionary leader. By the author of "Pigeon Irish."

Jan. 11. This story, laid in a southern denominational college, has been one of the most successful serials ever published in *College Humor*.

Jan. 13. Yes, it has something to do with dogs.

Jan. 13. The story of young Beresford Vane, whose father, unknown to him, has been serving twenty years in jail as a forger.

Jan. 13. A romance laid in England, New York and Jamaica.

Jan. 15. A biography by the author of "Catherine the Great," which has sold 109,814 copies and "Queen Elizabeth," which has sold 103,288 copies (figures include reprint and book club sales).

Seattle Has a Book Fair

Mable Arundel Harris

ALTHOUGH THE PACIFIC NORTHWEST has done its share of "pointing with pride" to its beautiful scenery, its equable climate and its opportunities, it has hitherto maintained a fairly humble attitude in respect to any claims of being literary. That is, it did before the Seattle Branch of American Penwomen took inventory of what had been written about the Northwest or written by Northwestern writers. The thousands of visitors who attended the Northwest Book Fair, held in the auditorium of Frederick and Nelson may prove themselves a leaven that will change all this.

The several thousand books on display at the Book Fair represented only about fifty per cent of the books that Mrs. Florence Armstrong Grondal, General Chairman of the Book Fair, and her committee, discovered stemmed from the Northwest.

For purposes of display these books were grouped on spotlighted platforms running around the four sides of the auditorium and arranged in fourteen general classifications. These were books of Northwest historical or descriptive significance; the Northwest Indians considered ethnologically and also as legendary material; Alaska; and grouped in one classification, books with a Seattle background, books by early pioneers, and books printed in old Washington territory; educational and technical; scientific works; natural history; biography and volumes of essays; inspirational and religious books; and books written by Northwestern writers about foreign countries; drama, music and art; poetry; fiction; and children's books.

A handrail kept the eager crowds from a too enthusiastic handling of the valuable exhibits, many of which were rare items of Americana from private collections, and not a few, such as Edward S. Curtis' "North American Indians," a twenty volume work, each volume selling for \$150, too costly to leave unprotected. Adding to the interest and attraction were irreplaceable manuscripts, such as the late Professor Vernon Louis Parrington's manuscripts from his Pulitzer Prize "Main Currents in American Thought"; old letters; faded

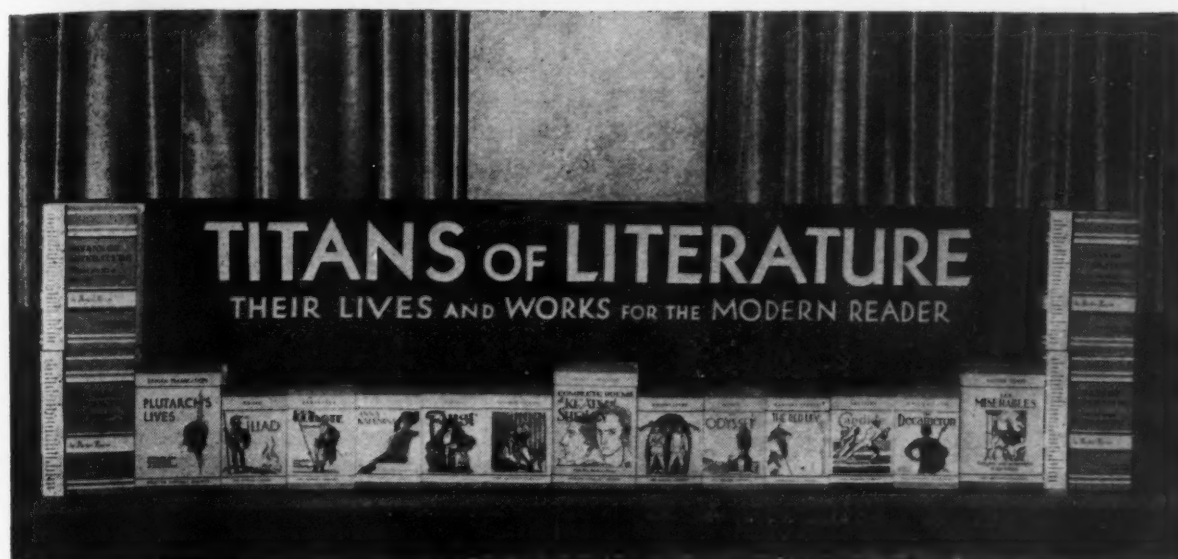
photographs of writers passed beyond the honors of any earthly Book Fair, original illustrations of outstanding books, and Indian and Pioneer relics from private collections and museums throughout the Northwest. Several black felt-covered "walls" were erected on which were mounted more photographs of Northwestern writers.

About one hundred and fifty chairs were provided in the center of the auditorium floor together with a low stage for the two daily programs. These programs were built around talks given by well-known Northwestern writers and drew a more than capacity audience even in the mornings. Every day several clubs and organizations were especially invited for that particular day and were the guests of honor. A checker at the door estimated an average of two thousand visitors a day.

An interesting feature of the program was the printing each day of one hundred copies of a poem, on a hand press of a type used by William Morris, by Frank McCafferey of the Dogwood Press. These poems were especially written for souvenirs by members of local societies of writers and chosen in contests held within the groups.

The Book Fair proved so popular that the committee in charge and Frederick and Nelson decided to extend the time from the originally planned eleven days through two more days. Meier and Frank of Portland, Oregon, as a further tribute to its success, have arranged to show at least a part of the exhibit.

The Book Fair is an example of what may be accomplished when a group of individuals and a great merchandise establishment join forces. The Seattle Branch of American Penwomen had the plan and a membership willing to work through long months of preparation, and Frederick and Nelson placed at their command the entire resources of their organization. Schools, libraries, museums, publishers, the local booksellers, and persons too numerous to mention gave generous aid and support. As a result, throughout the Northwest there is quickened interest in Northwestern writers and their books.



A tie-up between the Modern Library and "Titans of Literature" which has appeared in the window of Putnam's Book Store. A display of this type is simple and inexpensive to construct, and combines effectively the display of higher and lower-priced books. All the books shown are mentioned in "Titans of Literature"

Customers' Choice

TO RESUME the story of our New England holiday: at the Lewis Street Book Shop in Hartford, we chatted with Miss McCormick and Mr. Steadman. The table between the windows where the books are changed every week always catches our eye. Here are the books just reviewed in the *Times* and the *Tribune*.



In this shop, they spoke at once, of course, of the new edition of D'Israeli's "Curiosities of Literature" just edited by Edwin Valentine Mitchell. The shop used to be called Mitchell's Book Shop. Circulars were sent out to customers, listing ten books with "Curiosities of Literature" in the place of honor.



"Riverhead" (Knopf) is a favorite at this shop. Robert Hillyer used to live in Hartford. "Down East" (Harcourt) also has a special appeal in Hartford. The author, Wilbert Snow, is professor of English at Wesleyan. "Homes of the Pilgrim Fathers" (Oxford) and "The Villages of England" (Scribner) are two of many other favorites. "Van Loon's Geography" sells steadily. So do the new Appleton short biographies.

Miss Adams at the Hadley Bookshop, where the Mount Holyoke girls shop, told us that the best sellers there were "The Sheltered Life" (Doubleday), "Peter Ashley" (Farrar), "Family History" (Doubleday), "The Good Earth" (John Day), and "The Fountain" (Knopf).



"Nobody Starves" (Longmans) and "Inheritance" (Macmillan) are selling. They are both recommended reading for the Economics Department at Mount Holyoke.



Poetry does not sell so well to Mount Holyoke girls as it did.



This bookshop is small but attractive. It has been quartered since 1925 in an old house where one may buy books and have lunch—which we did.



In New Haven we found Eugene Ferrin Clark, formerly manager of the Brick Row Book Shop there, in his own shop on Elm Street. We call it a shop, but it occupies a whole house and is most attractively arranged. The large front room, sunny, and with a large bay window, is used to display

BOOKS

**are the smart
and inexpensive
way out of your
gift dilemma.**

Harper's Magazine carries this slogan, which might well be adopted by booksellers, in the December issue

the new books, with a liberal sprinkling of English firsts, which are popular in this college town. Smaller rooms on the ground floor hold an office, a magazine display rack (this is a new department, Mr. Clark told us, and a very profitable one), and displays of staple stock. Sets of *Everyman's Library*, *Modern Library* and other libraries of the classics are in evidence.

Mr. Clark's circulating library occupies a cozy room in the rear and is decorated with the jackets from recent novels. This department, he told us, is constantly showing growth. Upstairs are several rooms. One was used exclusively for children's books and another for the display of Christmas cards and prints.

We were interested in the reading habits of Yale men, and were disappointed to discover that they read pretty much the same thing as any other people. They do like, however, native products. Professor Keller's "Man's Rough Road," for instance, sells exceedingly well there.

To his mailing list Mr. Clark has just sent out a list of new books, including the high spots of the fall list and a number of first editions, both English and American, of merit. This is printed on very heavy paper, folded three times, and contains a business reply card on which the customer may order, by number, the books he wants.

At Judd's on Chapel Street, Mr. Kronish showed us the largest rental library we have yet seen. It occupies a large room at the rear of the store, so that its patrons have to pass many tables of books for sale to get there. There are about 5,000 volumes either on the shelves or in circulation, and Miss A. D. Nettleton, who is in charge, sees to it that they pay for themselves. Buying for this library is done separately from the store's buying, an idea we haven't seen used in many other places. When a salesman comes in Miss Nettleton looks over all his fiction and the outstanding non-fiction titles and makes her order, which Mr. Kronish adds to his. Each of the books on the library shelves is wrapped in a Judd jacket, cut down to show the title.

The Edward P. Judd Co. has sold books to New Haven since 1859. It has always found staple stock one of its most important features. Mr. Kronish says that he likes to be able to produce almost any book that's asked for, but that staple stock moves less rapidly now than ever before.

We found that the new bridge laws were simply melting away at Judd's. Mr. Kronish said that he had sold copies of the new Official System to more than 600 people and that most of them had already come back for the new laws.

The Book & Quill Bookshop, a large, personal shop which shares the quarters of the *Yale Alumni Weekly*, has a most attractive scheme for its rental library. The library itself is in a sort of glassed-in patio off the main room of the shop, and the brightest jackets of the new books have been cut out and pasted on the leaded panes, giving an effect almost of stained glass. This shop numbers many professors and professors' wives among its clientele. We found William Graham Sumner's essay "The Forgotten Man" prominently on display. It's published by the Yale University Press.

At Read's department store in Bridgeport, we found the Book Department had recently been moved into an excellent location just to the right of the main entrance, with the side entrance just beyond it. The circulating library is about to be

moved back near the elevators and first floor lunch room so that customers will have to walk through the store to reach it. In the circulating library we were told 70 copies of Fanny Heaslip Lea's "Half Angel" (*Dodd, Mead*) all went out on publication day. Harriet Henry's "The Rakish Halo" (*Morrow*) is just as popular.



Mrs. Carter, the buyer, took us on a tour of the whole store of which she is rightly very proud. We saw the large top floor restaurant which can be quickly converted into an auditorium. It is there that Mary Graham Bonner spoke for Children's Book Week.



We asked Anne Johnson of the book department about a large table display of Grosset & Dunlap juveniles. There were sets of "Make Believe Stories" that used to sell for thirty-five cents apiece, now boxed, four in a set, for a dollar. David Cory's stories which were thirty-five cents, now four in a box for fifty-nine cents. And four Tuck Me In Tales for the same price.



At Helen Phillips' in New Britain we saw a poster which should help sell books. Dr. Tummons, a local clergyman, recommends books at the evening service at his church every week. The poster read:

Dr. Tummons
A Fall Series of Books
Interpretations
At South Church Vespers

Nov. 6—"The Fountain"
Nov. 18—"The Sheltered Life"
Nov. 27—"Beyond the Blue Sierra"
Dec. 4—"Riverhead"
Dec. 11—"Smith"
Dec. 18—"Josephus"

Miss Phillips is planning to put the poster in the window with copies of all the books.



Publishers and booksellers in New York are well familiar with the *Spot News Bulletin* issued by the *New York Evening Post* and written by Pete Howe, the energetic book advertising manager for that paper. Chicago and Philadelphia are now


taking up the idea. Dorothy Dockstader sends out a book bulletin for the *Chicago Daily News* which is called "Book News from the *Daily News*" and goes to publishers and to Chicago booksellers and now the *Philadelphia Record*, whose literary editor is Juliet Lit Stern, has come forth with "What's What on Philadelphia Book Market" a weekly news sheet "with its ear to the ground of the Philadelphia trade."



IN CONNECTION with the promotion campaign on Stuart Chase's "New Deal" Paul Elder has sent out an effective looking circular of eight pages which includes Mr. Chase's selected bibliography of books on the present economic situation.



Extracts from "Our Darktown Press" printed in *Reader's Digest* brought a deluge of orders at the publisher's office for the book of boners garnered by Inez Cohen from the colored papers of the country. (An undertaker ordered 275 copies.) Appleton has followed with widely scattered display ads, saying "Buy of your Bookseller."



OF course he wants books — so do all youngsters — oldsters, too. Your gift of a book has a permanent value.

Your bookseller will be happy to consult with you in making a suitable selection for each person on your Christmas list.

**The American Booksellers Association
Remember Them With Books**

The A.B.A. advertisement which appears in several of the December magazines

These Pop-Ups!

*A New Sensation in the
Field of Children's
Books*



Harold B. Lentz, designer of the Pop-Ups at his desk where the novel three-dimensional illustrations were developed

THE POP-UP JUVENILES, introduced into this country for the first time this year by *Blue Ribbon*, are one of the sensations of the always-engaging field of children's books. They are a miracle of manufacture which cannot be attributed to the machine age, for, although the pieces for the three-dimensional illustrations are die-cut, they are entirely assembled by hand. Each book, and 24,000 of them will be published this fall, requires between 50 and 60 separate pastings. Some of the more elaborate Pop-Ups need over 15 pastings, and the general average is around 13. To get the books out on schedule, 45 girls sit at long tables in the bindery where the books are assembled, with the die-cut pieces before them applying the paste. They turn out something like 700 copies a day, and even then the publishers haven't been able to keep up with the orders. Each book represents an initial investment of \$10,000, and is delivered to the bookseller wrapped and inspected, all ready for the customer.

Much of the credit for the success of these unusual books should be given to Harold B. Lentz, a Toledo artist, who created the illustrations. Although three-dimensional illustrations have been used abroad, particularly in the *London Daily Express* "Annual" these are the first produced in this country and their finished quality is due to Mr. Lentz's ingenuity and diligence. After long hours of labor and experimenting Mr. Lentz prepared preliminary sketches and dummies.

When these failed to satisfy him he made more, tearing up one rough working dummy after another after he discovered impractical folds in the mechanism. The finished books which he finally submitted will permit constant opening and closing of the books without crushing the complicated folded pieces.

Mr. Lentz has had thirteen years of experience in the field of juvenile art. He has been, as well, art director for the Cleveland Trust Co., and was Cleveland's art director for the liberty loan committee during the victory loan drive. He tries out his ideas for illustrating juvenile books on his own two youngsters, aged 10 and 14, whom he considers his best "experimental field."

The Pop-Ups only needed to be shown to be sold, apparently. The first four department stores to receive their shipments reordered the next week, in each case doubling their order or better. So far 11 accounts have reordered in lots of 500 or more, and latest advertisements report that less than 7,000 of the books remain out of the initial printing.

"Pop-Ups" as a trade name has been registered with the U. S. Government, confining its use to these books alone. So far the most elaborate description of them comes from a Miami paper which suggests that each book contains three four-dimensional illustrations! This, if true, would be the first practical application of the Einstein theory to the booktrade.



Two successful Book Week window displays are shown on this page. Above: A window designed by Quail Hawkins of the Sather Gate Book Shop in Berkeley, California, which locates the scene of each book displayed on a big map of the country which serves as a background. Many teachers brought their pupils from the schools to look at it. Below: A display of John M. Holzworth's "The Twin Grizzlies of Admiralty Island" (Lippincott) which served as a center for a Book Week window designed by Frank X. Howard for Dutton's, Inc., in New York. The background is painted, but the two bears in the foreground are real. They are stuffed, of course. This book has been successfully displayed in many stores and appeals to adults as well as to older children



Kansas Bookdealers to Meet

THE DATE FOR the 17th annual meeting of the Kansas Book Dealers' Association has been definitely set for the 20th and 21st of February, 1933, according to word recently received from Phil M. Anderson, president of the Association. Headquarters will be at the Hotel Kansan, Topeka, Kansas, which has offered the entire roof garden for a meeting place and display room. The directors of the association have announced that there will be no charge for an 8' by 3' display table, nor any charge for regular registration. The only charge will be for the banquet tickets, which will be \$1.50. Inasmuch as the Kansas Legislature will be in session at the same time, it is suggested that wholesalers' representatives will probably want to make their reservations as early as possible.

Novels That Last

WHAT ARE THE NOVELS of the nineteenth century that people will continue to read? The estimate of Ruth Melamed of the Queensboro Public Library has been put in the form of a pamphlet called "Nineteenth Century Novels," just published by the H. W. Wilson Company and sold for booksellers' distribution at the rate of \$3 per 100 or \$6 for 250. Miss Melamed's judgment gives place in the annotated list to 32 British novels, 22 French, 18 American, 8 Russian, 6 German, 4 Italian, 3 Irish, 2 Swedish and 2 Spanish, 1 each from the Norwegian and Polish, a truly catholic selection based on the experience of a large public library.

Printing Deadlock Persists

THE DEADLOCK which has existed for many weeks between the Printers' League Section of the New York Employing Printers and Typographical Union No. 6, failed to be broken at a meeting of representatives of both organizations on November 23rd. Inability of both sides to agree over the particular matters to be arbitrated is apparently the reason for the deadlock. The employers ask arbitration of the question of priority as well as that of wages and hours, while the union considers the matter of priority settled by the laws of its parent body, the International Typographical Union.

It has been revealed that a contract pre-

viously negotiated through Charles F. Howard, president of the International Union, has been rejected by the local union as well as a subsequent compromise, which, although negotiated by the local officials themselves, was rejected in a referendum of the membership.

At present the employers are looking to arbitration to settle all matters involving the interests of the industry, while the union insists on the restoration of the expired scale contract until such time as adjustment of a new scale contract is arrived at through conciliation, or through arbitration of the matter of wages and hours alone.

Department Stores Show Seasonal Increase

PRELIMINARY FIGURES on the value of department store sales for October, 1932, as released by the Federal Reserve Board, show an increase from September to October of about the estimated seasonal amount, but sales remain about 18 per cent lower than a year ago. The aggregate for the first ten months of the year was 23 per cent smaller than a year ago. The survey shows that the Federal Reserve Districts which made the best showing during the month were Dallas, 15 per cent off last year; Philadelphia, 16 per cent off, and Minneapolis, 17 per cent off. The greatest declines were shown by Atlanta, with a decrease of 23 per cent; Chicago, 24 per cent, and Cleveland, 26 per cent.

Copyright in Advertising Copy

A DECISION was rendered September 7th in the United States District Court of St. Louis, against the infringer, which gives further protection to the originators of advertising text and of decoration. This case is very thoroughly briefed in the *United States Daily* of October 3rd.

The decision quotes the case of *Bleistein vs. Donaldson Lithographing Company*, 1903, when Justice Holmes of the United States Supreme Court said:

"The Copyright Act, however construed, does not mean that ordinary posters are not good enough to be considered within its scope. . . . It would be a dangerous undertaking for persons trained only to the law to constitute themselves final judges of the worth of pictorial illustrations, out-

side of the narrowest and most obvious limits."

The decision quotes, also, from R. R. Bowker's "Copyright—Its History and Its Laws," 1912, which stated: "The courts are disposed to extend copyright to any work involving labor or brain skill, without emphasizing originality or literary merit." And in further discussion the decision reads: "One of the entities or things which every author tries to insert in his copyright work is a set of ideas, yet ideas as such are not protected. The copyright law protects the means of expressing an idea; and it is as near the whole truth as generalization can usually reach that, if the same idea can be expressed in a plurality of totally different manners, a plurality of copyrights may result, and no infringement will exist."

Had each of the advertisements been original in production and their similarities merely coincidental, there would have been no infringement, but in this case the similarities which have been pointed out were the result of the use by the defendants of the plaintiff's advertisement.

German Booksellers Elect

AT THE FIRST MEETING of the Association of German Booksellers in America, the organization of which was reported in the *Publishers' Weekly* for November 5th, Ernest Eisele of B. Westermann Co. was elected president of the Association. Other officers include E. Weyhe, vice-president; A. Bruderhausen, secretary, and A. Daub, treasurer. The aims of the association are to foster friendly relations among German Booksellers and to combine their efforts for the popularization of the German book.

Broadcast Boosts Bookstore

IF BOOKSELLERS WERE LISTENING in when the General Foods hour began to broadcast a week ago, they were probably pleased when the announcer began to say: "Here is the other interesting news I promised you this morning. Go down to your local bookstore today. There you will find the new 'General Foods Cook Book' for only a dollar. Remember what I have told you about its wonderful index. Now you can look at that index and the whole beautiful book and see for yourself what a lot of help you will get in the planning of meals,

the buying of food and the art of making food attractive. You had better be prepared to carry a copy home with you. You will find today's recipe for fruit cake right on page 280. If your bookstore does not have the cook book, tell your dealer about it and tell him how he can get it from 250 Park Avenue, New York City."

Notice of Postponement

OWING TO destruction by fire of Mrs. William G. Perry's notes and illustrations for her "Lectures on Manuscript Writing and Illumination in Western Europe," the Dartmouth Bookstall, Inc., 265 Dartmouth Street, Boston, regrets to announce that her course of Tuesday evening lectures is postponed.

Business Notes

BIRMINGHAM, ALA.—The Studio Book Shop has moved from 1916 Third Ave. North to 305 North 20th St.

CLEVELAND, O.—H. H. Timby, for years a bookseller at Conneaut and Ashtabula, Ohio, out of business for a year or more, has assumed the managership of the Rare Book Shop, at East 13th Street, Cleveland, Ohio.

MILWAUKEE, WIS.—The Artlyn Book Shop at 913 N. Jackson St., was opened by Arthur Knudson. The shop has a rental library and a few books for sale.

MILWAUKEE, WIS.—Elsa F. May opened the Knickerbocker Lobby "Book Corner," at the Knickerbocker Hotel. The shop has a rental library and a few books for sale.

NEW YORK, N. Y.—The Union Square Bookshop, of 30 East 14th St., has gone into involuntary bankruptcy. The lawyer representing the proprietor, R. P. Bruno, is Frederick Hackenburg of 51 Chalmers St. Mr. Bruno is again in business at Ridley Park, Pa. as the American Autograph Shop.

SARATOGA SPRINGS, N. Y.—Dorothy E. Brock's Lending Library and Book Buying Service was opened in November at 127 Circular Ave.

Changes in Price

MARSHALL JONES CO.

Shortridge, "Songs of Science," reduced from \$3.50 to \$2.00.

November Book Production

Monthly Statistics of New Book Titles Compiled from the Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers

CLASSIFICATION	November, 1932			Nov. 1931	11 mos. 1932	11 mos. 1931
	New Books	New Editions	Totals 4 Weeks	Totals 4 Weeks	Totals	Totals
Philosophy, Ethics	13	2	15	30	233	281
Religion, Theology	72	5	77	82	582	727
Sociology, Economics	46	1	47	63	578	570
Law	8	2	10	9	80	99
Education	11	—	11	23	225	235
Philology	5	2	7	20	174	232
Science	23	7	30	27	353	406
Technical Books	13	8	21	47	182	327
Medicine, Hygiene	18	4	22	31	310	374
Agriculture, Gardening	5	—	5	6	64	77
Domestic Economy	5	—	5	9	69	72
Business	3	1	4	23	138	188
Fine Arts	10	—	10	31	161	192
Music	4	1	5	6	63	75
Games, Sports	15	—	15	10*	163	147
General Literature	35	2	37	42	354	448
Poetry, Drama	49	—	49	60	499	612
Fiction	81	14	95	68	1889	1885
Juvenile	52	43	95	103	679	971
History	43	4	47	40	413	440
Geography	23	1	24	34	257	367
Biography, Genealogy	58	5	63	61	629	724
Miscellaneous	3	3	6	2	65	60
Total	595	105	700	827	8160	9509

For November, 1931, the totals were:

New books	724	New editions	103	Totals	827
Decrease	129	Increase	2	Decrease	127

Totals for 11 months, 1932, show a decrease of 1349 from totals of 11 months, 1931.

BOOKMAKING

A Monthly Department

The Fifty British Books

Edward F. Stevens

Pratt Institute Free Library

IN THE SUMMER of 1931 I had the pleasure of calling at the home of the First Edition Club in London, and the privilege of inspecting in detail the Fifty Books of 1930 which had just been withdrawn from their annual exhibition. At this moment the Books of 1931 are on view at the New York Public Library, following a brief preliminary showing at the Pratt Institute Free Library immediately after landing. And so, again, with this new group, it has been possible for me to handle each book in turn, and to gain intimate impressions from this close inspection.

Having fresh in mind the agitation within the American Institute of Graphic Arts for the recognition of the "trade book" which has brought criticism upon the recent Fifty Books shows as favoring the "special" and "limited," especially in the case of the current American exhibition corresponding to this under review, one's eyes quickly catch the note in the Introduction to the English catalog "It is relevant and pleasant to remark that more than half the books selected...have been produced without subsidy by commercial publishing firms."

The "trade books," euphuistically referred to in the quotation, are precisely the product which the effort on both sides of the Atlantic is intended to stimulate, and it is noteworthy that such a large representation should be found among the Fifty British Books. One of these, "Silver, the Life Story of an Atlantic Salmon," has the merit of daintily impressed highlight

PRINTING EXPLAINED

AN ELEMENTARY PRACTICAL HANDBOOK
FOR SCHOOLS AND AMATEURS

BY
HERBERT SIMON
AND
HARRY CARTER

ILLUSTRATED BY
G. M. FREEBAIRN

LEICESTER:
THE DRYAD PRESS
1931

Title-page from one of the Fifty British Books published by the Dryad Press

half-tones, but its use of rigid paper for padding purposes is open to question. The next item in the catalog, "Ichabod Dawks and His News-Letter," is a distinguished piece of work by the Cambridge University Press, and the same Press has expertly

THE LADDER TO THRIFT

Chapter 9

TO take thy calling thankfully,
and shun the path to beggary.
To grudge in youth no
drudgery,
to come by knowledge
perfectly.
To count no travell slaverie,
that brings in penie saverie.
To follow profit earnestlie
but meddle not with pilferie.
To get by honest practise,
and keepe thy gettings covert-
lie.
To lash not out too lashinglie,
for feare of pinching penurie.
To get good plot to occupie,
and store and use it husbandlie.
To shew to landlord curtesie,
and keepe thy covenants order-
lie.
To hold that thine is lawfullie,
for stoutnes or for flatterie.
To wed good wife for com-
panie,
and live in wedlock honestie.
To furnish house with hous-
holdry,
and make provision skilfully.
To joine to wife good familie,
and none to keepe for braverie.

To suffer none live idelleie,
for feare of idle knaverie.
To courage wife in huswiferie,
and use well doers gentlie.
To keepe no more but need-
fullie,
and count excesse unsaverie.
To raise betimes the lubberlie,
both morning Hob and Mar-
gerie.
To walke thy pastures usuallie,
to spie ill neighbours subtilie.
To hate revengement hastilie,
for loosing love and amitie.
To love thy neighbor neigh-
borly,
and shew him no discourtesy.
To answer stranger civillie,
but shew him not thy secrecie.
To use no friend deceitfully,
to offer no man villeny.
To learne how foe to pacifie,
but trust him not too trustilie.
To keepe thy touch substanc-
iallie,
and in thy word use constancie.
To make thy bandes advisedly,
& com not bound through
suerty.

33

Text page from Tusser's "Hundredth Good Pointes of Husbandrie," published by James Tregaskis & Son, another of the Fifty British Books

handled the half-tone reproductions in the "Mediaeval Sculpture in France." The subject naturally predisposes one in favor of "Printing Explained" by the Dryad Press, a book which quite justifies itself as an exponent of its own theme. The refinement of the line-cuts are admirably defined, and the presswork is correct.

The "limitations" of the limited editions not being stated, the "special" books may be suspected by their luxurious character and appropriate price. The "Four Gospels of the Lord Jesus Christ," with decorations by Eric Gill, is eloquent of the Golden Cockerel Press, and quite lives up to the high traditions of their name. "Clothing Without Cloth," by the same Press and artist, is trivial and is hardly more than an eccentricity. The "Plays of Euripides," translated by Gilbert Murray, Gregynog Press, is a superb production, outstanding in the exhibit, and with it stands parallel

in merit the "Historie of Twelve Caesars," Oxford University Press. "My War," a set of charcoal sketches reproduced by John Lane as a wordless book, demonstrates effective offset reproductions, and wins a place for itself in the exhibit as good printing regarded independent of typography.

As with the exhibit of a year ago, the First Edition Club hoped to let considerations of binding affect their decisions as to the merits of the books submitted, but now, as then, their Committee could not see "any substantial improvement" in this particular regard.

The present exhibit of British Fifty Books of the Year, notwithstanding the even balance of the two divergent classes, reveals those contrasts and contradictions of strength and weakness which have brought about conflicts of opinion at every recurring Fifty Books show in America; and also confirms the hopelessness of reconciliation between a "trade" and a "limited" edition, except as the one emulates the virtues of the other within its own powers.

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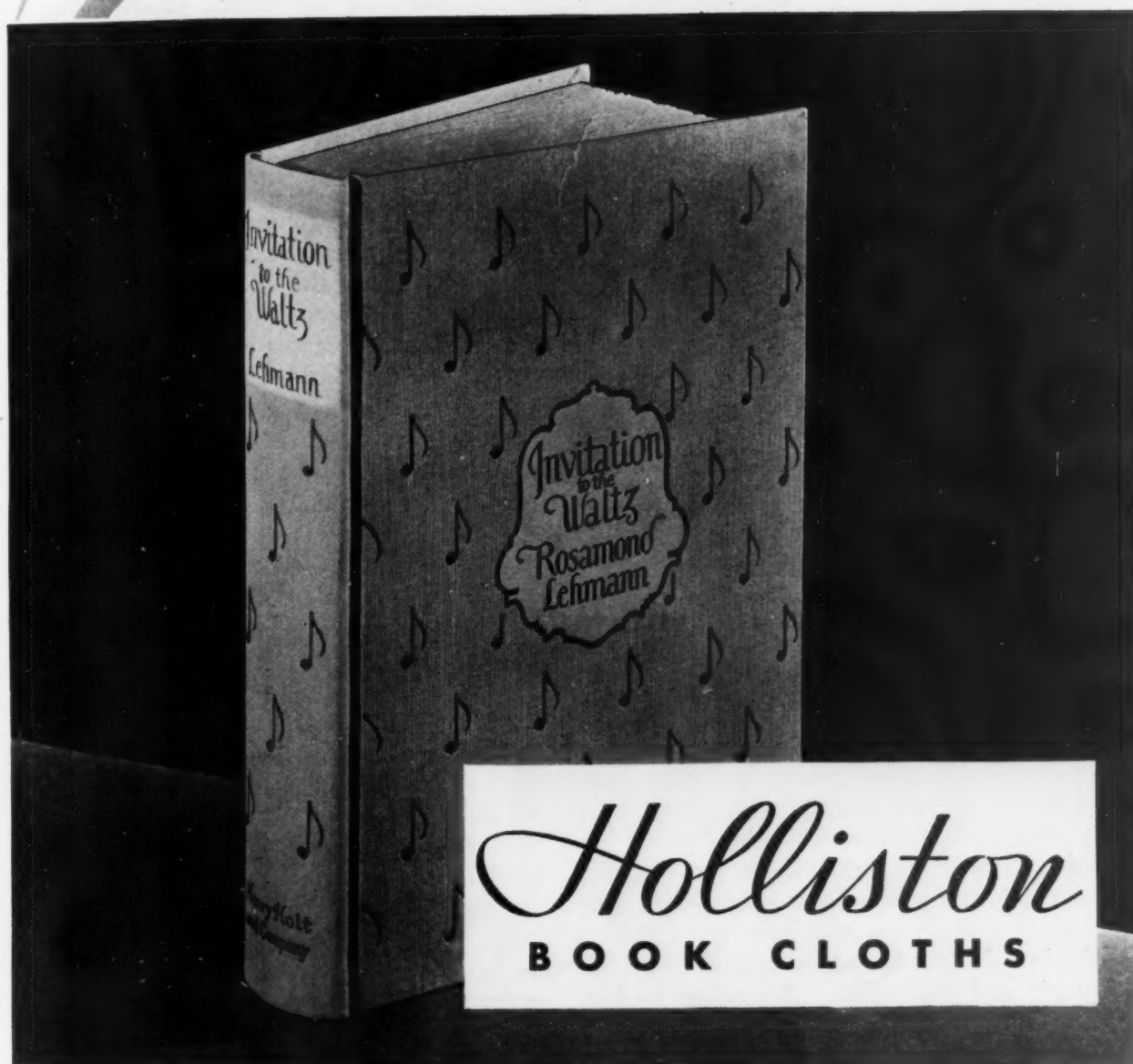
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Full Trim: A Bias on Current Book Making

Evelyn Harter



Medallion from the title-page of the trade edition of "The Odyssey" (Oxford) designed by Bruce Rogers

IN ENGLAND THE MACHINE used for trimming the edges of books is generally known as the guillotine. It now seems likely that people who feel strongly about the aesthetic value of the deckle edge may look forward to a Reign of Terror, while those who favor the full trim may get out their knitting needles. Within the month two men eminent in the book making world have come out boldly for cutting off, not only the heads, but the tails and front edges of books as well, with a snap of the fingers for the deckle edge which has long been the paper maker's pride and joy. One of the men is that Dard Hunter who has made a name for himself as the premier maker of hand-made paper in America; the other the designer and scholar, Frederic Warde. The reasons advanced are both historic and utilitarian. According to Mr. Hunter in his address at the New School for Social Research on November 1st, the ancient Chinese who first made paper invariably cut off the deckles as imperfections, since the deckle was formed by water draining off at the edge of the mould. As

to practicality the modern pressman knows that a deckle increases the difficulties of perfect register, since the sheet cannot present a uniform guide edge. When the book is bound, a deckle fore-edge collects more dust and dirt than a smooth one, and the book is harder to open at a desired page.

On the other side of the case the best reason we have heard advanced for the deckle is that given by Lynd Ward, who points out that the deckle enables one to see that the paper is not a board-like substance which ends sharply at a given point, but a finely woven blanket of individual fibres. The deckle makes it possible for the texture of a piece of paper to be seen.

Although most people in the typographic field have an opportunity now and then to handle a composing stick, see a press in motion, and watch the exacting operations of binding, few ever see a paper mill, much less the paraphernalia of paper-making by hand. Mr. Hunter had on display not only a vat full of pulp, but a great variety of ancient and modern moulds, including samples from China, North India, Japan, Indo-China and France, most of them made of bamboo strung with horse-hair, as well as other physical exhibits of raw fibres and trick water-marks, to warm the hearts of the practically curious.

Mr. Warde made a number of healthily caustic as well as constructive remarks in his closely reasoned address at the American Institute of Graphic Arts, pointing out that percentage of rag, *per se*, has nothing to do with permanence or strength, and that what is needed above all other qualities in a paper is maturity, not roughness or harshness—a maturity which gives repose. We found his recommendations as to desirable color most interesting: in order to avoid contrasts, he suggested gray rather than the whites, buffs and yellows universally used, and offered a piece of ordinary newsprint as an example, pointing out how closely it matched the color chosen by Bruce Rogers for the paper in the limited edition of his *Odyssey*. (The paper of

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the trade edition, also planned by Mr. Rogers, is printed on a natural white paper and has a rough front). We wonder, however, how gray would fare under the conditions of commercial manufacture, and whether it wouldn't have the dirty and diseased look of collars on their way to the laundry unless made under the most exacting supervision. His reflections on the subject of standardizing and reducing the number of papers in the market will be heartily echoed by anyone who has to choose from the myriad novelties which are being offered today. The United States makes more paper than any other five na-

tions in the world, yet the variety of good papers obtainable is meager. Too much effort is required to find a useful, staple paper, and the jobber, instead of aiding, is likely to confuse the issue by urging the manufacturer to bring out something "new." It is hard to see how we could do without the jobber, as Mr. Warde suggests, while publishing remains the high-pressure, short-notice business that it is, but there is no reason why the jobber should not help us to get standardized four or five mellow, seasoned, smooth, but not oversized, papers which could be depended on for book work.

Books About Bookmaking

Dr. Hellmut Lehmann-Haupt

IT HAS BEEN the practice in this column either to review one or two particularly interesting items in greater detail, or to write about an entire group of publications on the same special subject. Following this there is usually a listing of miscellaneous new books in the field with a few remarks about each of them. The present article is the last 1932 bookmaking review and it seems preferable to devote the entire column to miscellaneous material which has accumulated on the reviewer's shelf. There is some system in the arrangement of the following list which may help to find the individual items and to give some idea of the place they take in the general order of things.

I. Bookmaking History

INTERNATIONALE BIBLIOGRAPHIE DES BUCH- UND BIBLIOTHEKSWESENS. VI. Jahrgang, 1931. Zusammengestellt von Joris Vorstius und Erwin Steinborn. Leipzig, Harrassowitz, 1932.

The sixth volume of the International Bibliography of Books and Libraries. A systematic attempt to list completely all publications, including articles in magazines and other periodicals. The book manufacturer and collector will find a very complete list of books and articles about bookmaking in the VIII. section, column 203 to 246.

ANCIENT WRITING AND ITS INFLUENCE by B. L. Ullman. New York, Longmans, Green, and Co., 1932. \$1.75.

Mr. Ullman, Professor of Latin at the University of Chicago, has contributed in a little over 200 pages a well informed, well illustrated and authoritative survey of the origin of the alphabet, its use in ancient and mediaeval times and its influence upon modern usage. There are many books to be had on the subject, either short but amateurish or reliable but tedious. This one is short and sober.

BOOKS AND THEIR HISTORY SHOWN TO THE CHILDREN by R. N. D. Wilson. London & Edinburgh, T. C. & E. C. Jack, Ltd. 3s. 6d.

This is from a "Shown to the children" series. One wonders why the publishers with the experience gained in bringing out such a series should not have been able to produce a more suitable, less unattractive and more interesting volume. The idea itself is such a good one. Ilin's "Black and White" is still the most wonderful achievement in that particular line.

THE SCRIPT OF COLOGNE FROM HILDEBALD TO HERMANN by Leslie Webber Jones; with one hundred plates. Cambridge, Mass., The Mediaeval Academy of America, 1932. \$20.



STEPS IN TYPE DESIGN

OPTICS

Success in type design depends to a surprising extent on studied inaccuracies. Lines appear parallel because they really are not; letters look round because they are not true circles; alignment seems perfect because some letters stop above or below the line.

In part, we can be guided by well-established rules; we know that some letters must always tip one way and some another, but just how much they should tip is for the experienced eye to decide.

A letter must look right, by itself or when combined with other letters; and as to when a thing looks right, the eye is the final authority. Mergenthaler Linotype Company, Brooklyn, New York.

Like Professor Rand's "Survey of the Manuscripts of Tours," this is a study of one of the important mediaeval schools of writing. The author is Assistant Professor of Latin, City College, New York.

PAPER AND PRINTING IN ANCIENT CHINA by *Berthold Laufer*. Printed for the Caxton Club, Chicago, 1931.

A lecture, given to the members of the Caxton Club of Chicago, and printed very elegantly by Elmer Adler.

FIVE CENTURIES OF PRINTING. A compilation of important events in the history of typography. By *Wilbur Fisk Cleaver*. Second edition, revised and enlarged with the collaboration of Otto W. Fuhrmann. Johnstown, Pa., The Author, 1932.

An account of printing history in pamphlet form (some 40 pages) can be but a very summary compilation of dates. But the public seems to like this type of information. So these articles on type, illustrations, presses, paper and typesetting machines which had originally appeared in 1927 were reprinted with corrections by Otto W. Fuhrmann. A pity the booklet is so badly printed!

ERHARD RATDOLT, Ein Meisterdrucker des XV. und XVI. Jahrhunderts. By *Dr. Robert Diehl*. Vienna, Herbert Reichner Verlag, 1933.

Erhard Ratdolt has always interested the modern book world. Bringing German craftsmanship to Venice, returning to his hometown Augsburg full of the marvels of Italian Renaissance, publisher of mathematical and astronomical works, first printer to use a title-page in the modern sense, first editor of a type specimen sheet, translator of the hand-illuminator's craft into terms of printing practise, he has been the subject of many popular and a few scholarly studies. The new publication is a short but comprehensive study of his career, reprinted from the 1930 yearbook of the Stempel-Typefoundry in Frankfurt am Main. With faithful reproductions in red and black of some of his most interesting pages and with a most charming little reprint in a special pamphlet of Ratdolt's autobiographical notes.

DER STRASSBURGER FRUHDRUCKER JOHANN MENTELIN (1458-1478). Studien zu seinem Leben und Werke. Von *Karl Schorbach*. Veroeffentlichungen der Gutenberg-Gesellschaft No. xxii. Mainz, Gutenberg-Gesellschaft, 1932.

A most exhaustive study on another of the interesting early printers of Germany. This work represents the lifetime labour of one of the older generation of bibliographers who has just celebrated his 80th birthday. Karl Schorbach has made a distinguished name for himself as the editor of the original documents on Johann Gutenberg.

The present volume, which contains over 260 pages of closely printed text, a description of all of Mentelin's imprints and 19 plates, originated in prewar days when the author set out to collect and publish information about the early printers of Alsace. It is one of the most thorough studies that have ever been devoted to one single printer.

FESTGABE ALOYS RUPPEL. Zur Vollendung seines fünfzigsten Lebensjahres. Dargebracht von seinen Freunden. Mainz, Zaberndruck, 1932.

A volume of gratulations on the fiftieth birthday of the Director of the Gutenberg-Museum and the Gutenberg-Society in Mainz. Dr. Ruppel has many friends in this country and they contributed both with kind words of appreciation, and with financial help in the production of this volume. The book is informing on account of the bibliography of Dr. Ruppel's works in the field of printing research and the general information on the work of the Gutenberg society.

IMPRIMEURS ET LIBRAIRES DE L'ANJOU par l'abbé *Emile Pasquier* et *Victor Dauphin*. Angers, Editions de L'Ouest, 1932.

No country has done quite so much to establish the typographic tradition of each of its many "departments" and towns as France. What distinguishes this volume—and a great number of parallel publications for other localities and provinces—is the exactness, the scholarship and elegance of style, which make it anything but a "provincial" work.

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II. Modern Book Making

CATALOGUE DU SALON INTERNATIONAL DU LIVRE D'ART. Preface by *André Suarès*. Paris, Petit Palais des Beaux-Arts de la Ville de Paris, 1931.

The official catalogue of the international exhibition of modern fine books which was put on display in Paris in 1931.

ROOM AND BOOK by *Paul Nash*. New York, Charles Scribner's Sons, 1932.

The most interesting thing about this book seems to me to see a man express himself with fundamentally the same taste and convictions in two different mediums. But even apart from this the information given on pattern papers, the stencil method and other modern illustrative processes, is substantial.

AUSTELLUNG GOETHE IN DER BUCHKUNST DER WELT. Leipzig, 1932. Edited by the *Verein deutscher Buchkünstler*. Leipzig, Insel-Verlag, 1932.

Official catalogue of an interesting international exhibition held in Leipzig in connection with the centenary of Goethe's death. Typographers and book illustrators from many countries were asked to prepare broadsides for the exhibition, which contained illustrations of Goethe's works and citations from his books.

DEUTSCHE BIBLIOPHILE IN DREI JAHRZEHNTEN. Edited by the *Deutsche Buecherei*. Leipzig, Gesellschaft der Freunde der deutschen Buecherei, 1931.

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*Complete Edition Work*

This is a listing of all modern German bibliophile societies, their publications and gifts to members from 1898-1930. Since practically all of these societies aim to further good printing, the volume contains a considerable amount of information on modern typography, which will be useful to the student of bookmaking.

NOTICE SUR LE LIVRE D'ART MODERNE EN TCHECOSLOVAQUIE by *A. A. M. Stols*. Published by the author, 1932. \$1.— De Luxe Edition, \$2.

Exhibitions of modern fine printing from Czechoslovakia have been received in this country with great enthusiasms and the present little pamphlet will be welcome to those who wish a permanent record of what they have seen or read about elsewhere.

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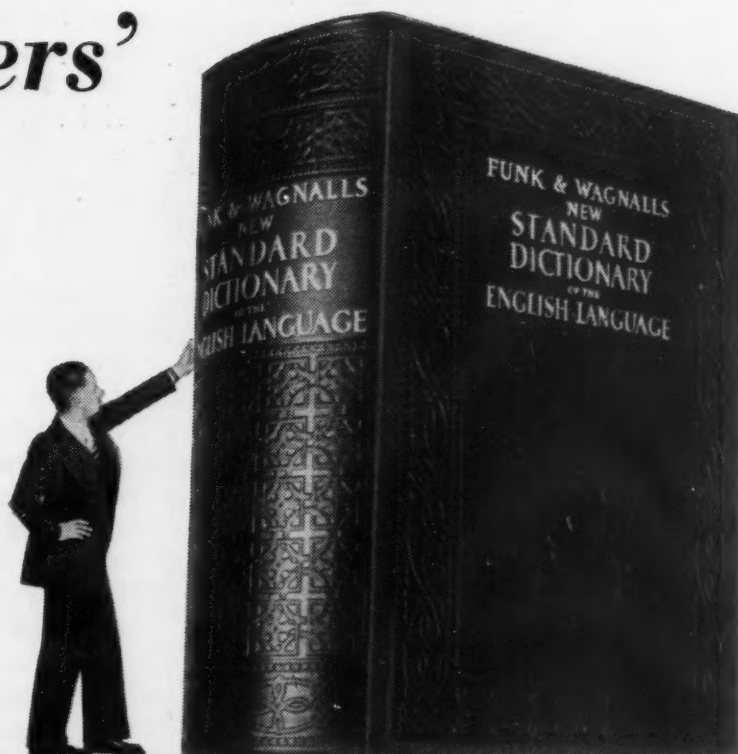
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Model Library Edition

Reviewed by Milton B. Glick

EDWARD F. STEVENS, Librarian of the Pratt Institute Library in Brooklyn has designed an edition of Anthony Trollope's "The Warden." The production has been carried out in collaboration with W. A. Kittredge at The Lakeside Press.

This "library ideal of a trade edition book" has much of interest in it for the trade publisher. At first glance one notices the staunch black buckram with gold lettering clean and sharp, a rather heavy board, smooth trimmed edges, and the unstained top. Inside the covers there are attractive type pages, fine as to choice of text face and spacing. The page is one of rather few words, however, so that the book makes more than the 320 pages which frequently would be the mold into which a trade book designer would have to fit it.

The margins are unusual. A very generous gutter space has been arranged, to allow for re-binding—an unnecessary precaution in this sturdy specimen, perhaps. Just what is an attractive margin arrangement is much more a matter of mere habit and much less a matter of "golden ratio" and such rules than designers generally are willing to admit. It is quite probable that the margins of this volume are more practical than those usually found in trade books, and it would not be very difficult to get accustomed to accepting this new adjustment of space as a harmonious one. The tail margin, however, does look shy to the average eye and after the rhyme has been forgiven perhaps Mr. Stevens would entertain a suggestion that he forego the neatly decorative folio, centered at the foot, for a plainer one placed less conspicuously; and that he shove the type page two points nearer the head trim.

The book has a library-feel which is partly unfortunate. For its size, it looks rather heavy and a trifle dull. Some of this effect may be due to the black buckram, but it would be much less objectionable if the bulk of the book were decreased at least a sixteenth of an inch. The backbone would permit the same stamping (or larger for the author's name), the "feel" would be less ponderous, and the same weight of text paper would have permitted a slight finish which would have improved the even-sidedness of the sheet.

Mr. Stevens sets forth in his *Apologia* in the book a splendid statement of creed for the designer of trade edition books. He has produced a volume which in high degree represents "sincerity of design, material and workmanship in the production of a book which shall honor the literature it perpetuates."

U. S. Tests Esparto Paper

ENGLISH PUBLISHERS, far more than American, are accustomed to using book papers made from Esparto grass. But the United States Bureau of Standards has recently been testing out this paper's permanency. The report issued last month states that it has been found that Esparto compares favorably with ordinary book paper from wood fibers. The fiber purity is quite good; the paper retains 40% of its folding endurance in heat tests.

The samples tested were secured from the British Library Association and said to represent a good average quality of the type of paper in use. Esparto paper is high bulking, and many American printers claim that its fibers are likely to detach themselves from the paper and clog the type.

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A Guide to Printing Organizations

THE CARNEGIE INSTITUTE of Technology of Pittsburgh has just made available in its *American Printing Industry Bulletin Number 2* a directory of "National and International Organizations in the Graphic Arts Industries in the United States," prepared by David Gustafson. This directory, giving as it does the history of various organizations and the characteristics of their work, their addresses and the names of current officers, will fill a useful place on the desks of those who have frequent contacts to make with graphic arts activities. Among the organizations thus carefully described and analyzed are the United Typothetae of America, Employing Printers' Association, Advertising Typographers of America, National Publishers Association, Employing Bookbinders of America, National Association of Book Publishers, Greeting Card Association, etc. The booklet also includes a list of the publications of these associations and a list of books and articles on the graphic arts, trade associations, etc.

"Electric Eye" Now Used for Half-Tone Engraving

ANOTHER MIRACULOUS USE of the "electric eye" or photo-electric cell, demonstrated recently before the New York Electrical Society, is the making of half-tone engravings without acids in a few minutes' time. The machine, which was demonstrated by its inventor, Walter Howey, of International News Photos, will rapidly scan a photograph or painting in color and engrave automatically on zinc sheets three-color plates, producing them in about a half hour instead of the thirty-six or so hours previously required, and at a fraction of the cost. At the exhibition a photograph of the audience was taken, developed and printed, and a zinc engraving made of it, all within 25 minutes.

In Mr. Howey's process, the photograph is mounted on a revolving cylinder which passes it in front of a photo-electric cell. The faint impulses sent out by this cell are used to operate a sharp engraving tool which cuts into rotating zinc plate, following the "scan" of the electric eye." Negative and intaglio cuts may also be made from the same machine.

Mr. Howey said at the meeting that the

chief problem in connection with his invention at present was one of obtaining stability in engraving in fine detail. It is thought that by reducing the speed of the machine, this difficulty will be overcome.

Preserving Newsprint

A CHEMICAL METHOD for spraying paper to preserve newsprint against deterioration has been announced by Dr. Joseph Broadman of 141 West 41st Street, who has been for some time at work trying to find some method of preserving his very large collection of World War clippings. Dr. Broadman has not as yet announced the formula, but he believes it is more effective than the thin sheets of Japan tissue which have been used for this purpose. Spraying increases the thickness of the paper about three times.

New Binding Cloth

"PEARLESCENCE" is the newest word in the bookmaker's vocabulary, but one which will scarcely be in daily use. It is the name of the lovely pearly cloth used to bind Hudson Strode's "The Story of Bermuda," a cloth with a washable finish, made from the scales of certain fish and actually containing the same material that gives to genuine pearls their opalescent sheen. Evelyn Harter who manufactured the book for Smith and Haas, says that she had several doubts about the material when she chose it for the book—both were dispelled. She was afraid the endpaper might not stick to the cloth and that the cloth might not take the ink and foil stamping. The book is made with sections of text interspersed with sections of full page pictures which bleed off. All three edges are stained green, which adds to the charm of the books and conceals black edges where the illustrations are.

One great difficulty of manufacture arose because of the plan to run alternating forms of text and illustration rather than scattered illustration. Only by cutting text here and adding there could author and manufacturer work out this plan. So the illustrations were printed in sheets and the forms folded and bound in just like text. One other touch is that the colored frontispiece was run through the pebbling machine to give it some of the look of a painting on canvas.

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Adventures in storyland; a collection of short stories; introd. by A. B. DeMille. 573p. il. S (Academy classics) [c.'32] Bost., Allyn & Bacon \$1

Ahlers, Lena C.
Birds the Indians knew. 255p. il. (pt. col.) O [c.'32] Chic., A. Whitman \$2
For older boys and girls.

Anderson, Evan E., comp.
The year book of college oratory. 403p. D (Univ. oratorical annual, v. 4) [c.'32] N. Y., Noble & Noble \$2

Arnold, Sir Thomas Walker
The Old and New Testaments in Muslim religious art; the Schweick lectures of the British Academy, 1928. 47p. il. O '32 N. Y., Oxford \$2

Bairnsfather, Bruce
Laughing through the Orient, with "Old Bill" and Bruce Bairnsfather [il. by the author]. 68p. O c. N. Y., Viking \$1.75
The amusing record of the travels of the cartoonist, Bruce Bairnsfather, and his inseparable pal, "Old Bill" of the cartoons, through the Orient.

Baker, Edna Dean
A Child is born; the story for children. 60p. il. (pt. col.) F [c.'32] Chic., Reilly & Lee \$1
The story of the birth and boyhood of Christ, told for small children.

Ballou, Elsie Aultman
Highways. 214p. D [c.'32] Bost., Badger \$2
A novel stressing the importance of religious education in this modern age.

Barker, Eugene Campbell, and others
Old Europe and our nation [history]. 488p. (bibls.) il. (pt. col.), maps D (Our nation ser.) [c.'32] Evanston, Ill., Row, Peterson \$1.28

Our nation begins [history]. 352p. (bibl.) il. (pt. col.), maps D (Our nation ser.) [c.'32] Evanston, Ill., Row, Peterson \$1

Bassett, Sara Ware
Bayberry Lane. 322p. D (Copyright fiction) [c.'31] N. Y., Burt 75 c.

Beazley, John Davidson, and Ashmole, Bernard
Greek sculpture and painting, to the end of the Hellenistic period. 125p. (5p. bibl.) il. O '32 N. Y., Macmillan \$3.25
A reprint of the chapters on Greek art in "The Cambridge Ancient History." The text and bibliography have been revised and new pictures added.

Beckhart, Benjamin Haggott, and others
The New York money market; v. 4, External and internal relations. 619p. (6p. bibl.) front., diags. O c. N. Y., Columbia Univ. Press \$5
A critical analysis of Federal Reserve policy since 1923.

Berkeley, W. N.
The small-community museum; why it is entirely feasible, why it is extremely desirable. 95p. il. D c. Lynchburg, Va., J. P. Bell Co. bds. \$1.75

How to establish and carry on the work of museums in small communities, by the director of the Yonkers Museum of Science and Arts.

Bhattacharyya, Benoytosh
An introduction to Buddhist esoterism. 192p. O '32 N. Y., Oxford \$4.50

Biddle, William W.
Propaganda and education. 89p. (bibl.) O (Contribs. to educ., no. 531) c. N. Y., Teachers Coll., Columbia Univ. \$1.50
An experimental method whereby high school and college students can be made less susceptible to emotionally persuasive propaganda.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

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★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

Bindloss, Harold

The prairie patrol. 316p. D (Copyright fiction) [c. '31] N. Y., Burt 75 c.

Bondar, David, comp.

Bondar's simplified Russian method, conversational and commercial; 4th ed., rev. 351p. O '32 [N. Y.] Pitman \$2.25

Book of make-believe (The); a collection of plays; ed. by Paul V. Bacon. 700p. (15p. bibl.) il. S (Academy classics) [c. '32] Bost., Allyn & Bacon \$1

Bordages, Asa

The glass lady. 239p. D c. N. Y., Godwin \$2

The story of the love of seven men for beautiful, enigmatic Helen Morceau—in New York's Greenwich Village.

Bowie, Walter Russell

When Christ passes by; introd. by Joseph Fort Newton. 144p. D (Harpers monthly pulpit) c. N. Y., Harper bds. \$1

Sermons by the rector of Grace Church in New York City.

Brand, Max

The Happy Valley. 289p. D (Copyright fiction) [c. '29, '31] N. Y., Burt 75 c.

Campbell, Mrs. Alice Ormond

The murder of Caroline Bundy. 377p. D [c. '32] N. Y., Farrar & Rinehart \$2

From the time Neil Starkey entered Stoke Paulton, the home of Miss Caroline Bundy, for the purpose of writing her father's biography, he sensed disaster—and one day Caroline Bundy was brutally murdered.

Cary, Austin

Woodsman's manual; 4th rev. ed. 376p. il. S '32 Cambridge, Mass., Harvard \$3

Chauncey, Marlin Ray

The educational and occupational preferences of college seniors; their significance for college achievement. 72p. (2p. bibl.) O (Contribs. to educ., no. 533) c. N. Y., Teachers Coll., Columbia Univ. \$1.50

Churchill, Winston Leonard Spencer

Amid these storms; thoughts and adventures. 319p. il. O c. N. Y., Scribner \$3.50
Essays by the famous British statesman on various experiences of his life.

Coburn, Walt

Mavericks. 317p. D (Copyright fiction) [c. '28, '29] N. Y., Burt 75 c.

Coffin, George Sturgis

Endplays at bridge explained; a systematic treatise on the three kinds of master plays—eliminations, coups, squeezes [new ed.]. 96p. S [c. '32] Bost., Bruce Humphries \$1.25

Cohon, Beryl D.

Ethics of the rabbis, based on Pirke Aboth, with brief biographies of the more famous sages of the Mishnah, and the Hebrew text of Aboth. 188p. S '32 Bost., Chapple Pub. Co. \$1

Colver, Mrs. Alice Mary Ross

Windymere. 320p. D (Copyright fiction) [c. '31] N. Y., Burt 75 c.

Comparative population of 1930-1920, by states. 232p. nar. D '32 [Madison, Wis., Cantwell Pr. Co.] \$1

Congressional follies [excerpts from the Congressional Record]. 128p. il. D '32 N. Y., Abbot Press, 15 W. 47th St. \$1.50

Coppard, A. E.

Crotty Shinkwin; The beauty spot; lim. ed. [fiction]. 68p. il. O (Golden Cockerel Press) '32 N. Y., Random House bds. \$6.50

Corliss, Allene

Marry for love. 291p. D (Copyright fiction) [c. '31] N. Y., Burt 75 c.

Cornford, Francis Macdonald

Before and after Socrates. 123p. (bibl. footnotes) D '32 [N. Y., Macmillan] \$1.50
Studies in Greek philosophy—of the Ionian science before Socrates, of Socrates himself, and of his chief followers, Plato and Aristotle.

Daniel, Robert P.

A psychological study of delinquent and non-delinquent Negro boys. 65p. (3p. bibl.) O (Contribs. to educ., no. 546) c. N. Y., Teachers Coll., Columbia Univ. \$1.50

Daughters of Charity, Emmitsburg, Maryland
Medal stories; bk. 2. 256p. '32 Lynchburg, Va., Brown-Morrison Co. \$1

Bildersee, Adele

State scholarship students at Hunter College of the City of New York. 150p. (4p. bibl.) O (Contribs. to educ., no. 540) c. N. Y., Teachers Coll., Columbia Univ. \$1.50

Brackett, F. S., and Johnston, Earl S.

The functions of radiation in the physiology of plants; 1. General methods and apparatus. 10p. il. diagrs. O (Smithsonian misc. coll. v. 87, no. 13) '32 Wash., D. C., Smithsonian Inst. pap. apply

Burridge, W.

Excitability; a cardiac study. 216p. O (Oxford medical pub'ns) '32 N. Y., Oxford \$3.85

A new physiology of sensation based on a study of cardiac action. 76p. O (Oxford medical pub'ns) '32 N. Y., Oxford \$1.50

Cammann, Jean B.

The symbols on staters of Corinthian type; a catalogue. 130p. (2p. bibl.) il., maps S (Numismatic notes and monographs, no. 53) '32 N. Y., Amer. Numismatic Soc., B'way and 156th St. pap. \$3

Coffin, Edwin F.

Archaeological exploration of a rock shelter in Brewster County, Texas. 84p. il., map S (Indian notes and monographs, no. 48) '32 N. Y., Mus. of the Amer. Indian, Heye Found. pap. apply

Conant, James Bryant

Equilibria and rates of some organic reactions. 27p. (bibl.) il. (por.), diagrs. O (Chandler lecture, 1932) '32 N. Y., Columbia Univ. Press pap. 50 c.

Conzemius, Edward

Ethnographical survey of the Miskito and Sumu Indians of Honduras and Nicaragua. 198p. (6p. bibl.) il. O (Smithsonian Inst., Bur. of Amer. Ethnology, bull. 106) '32 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 25 c.

Cooper, H. O.

Ohm's law and temperature-resistance charts. 4p. O '32 N. Y., Oxford 20 c.

Curtis, G. Waite

System of financial control for hospitals. 46p. O c. San Francisco, Banco Corp. pap. apply

Douglas, Norman

South wind. 224p. il. (col.) Q '32 N. Y.,
Lim. Eds. Club \$10, bxd., to members

Dumas, Alexandre ★

The three musketeers; tr. from the French
by William Robson; ed. by Ben Ray Redman;
il. by Pierre Falté; 2 v. 840p. il. (col.) O
(Halcyon Press) '32 N. Y., Lim. Eds. Club
\$10, to members

Dunlap, Knight

Habits, their making and unmaking. 336p.
(bibls.) O [c.'32] N. Y., Liveright \$3
The modern psychological knowledge about the
formation of valuable habits and the destruction of
vicious habits. The author is professor of experi-
mental psychology in Johns Hopkins University.

Emerson, Sara Anna

What God hath spoken, Hebrews 1:1, 2;
being the biblical account of the self-revela-
tion of God; an outline study. 82p. D [c.'32]
Phil., Winston \$1

Endicott, John S.

Crime, Inc. 312p. D [c.'32] N. Y., Fiction
League 75 c.

A New York detective fights a gang of organized
crooks known as Crime, Inc., and controlled by a
master mind.

Footner, Hulbert

The mystery of the folded paper. 350p. D
(Copyright fiction) [c.'30] N. Y., Burt 75 c.

Fourteen stories from one plot; based on
"Mr. Fothergill's Plot"; ed. by John Milton
Berdan; textbk. ed. 300p. O '32 N. Y., Ox-
ford \$1.35

Frankau, Pamela

"I was the man." 288p. D [c.'32] N. Y.,
Sears \$2
A novel laid in London, of life today among the
so-called "white collar" class.

Freeman, Richard Austin

Pontifex, son and Thorndyke. 303p. D
(Copyright fiction) [c.'31] N. Y., Burt 75 c.

Friedman, Elisha Michael

Russia in transition; a business man's ap-
praisal. 648p. (bibl. notes) O c. N. Y., Vik-
ing \$5
An analysis and criticism of the Soviet experiment
written by an American industrial expert and eco-
nomic analyst.

Friend, Oscar Jerome [Owen Fox Jerome,
pseud.]

Half-moon ranch. 288p. D (Copyright fic-
tion) [c.'31] N. Y., Burt 75 c.

Garrison, Sidney Clarence, and Bryan, Bea-
trice Irene

A language speller for junior high schools.
154p. D [c.'32] Chic., Rand, McNally 60 c.

Gibbs, Arthur Hamilton

Chances. 285p. D (Copyright fiction) [c.'30]
N. Y., Burt 75 c.

Gibbs, Jeannette Clarke Phillips [Mrs. Arthur
Hamilton Gibbs]

French leave. 295p. D (Copyright fiction)
[c.'30] [N. Y., Burt] 75 c.

Goodchild, George [Alan Dare, pseud.]

The emperor of Hallelujah Island. 319p. D
(Copyright fiction) '31 N. Y., [Burt] 75 c.

Gospel of Philip the Deacon, The. 242p. il. O
c. N. Y., Macoy Pub. Co., 32nd St., &
B'way \$3

"Claiming to be a reconstruction of the original
document burned in Athens about the time of
Philip's mission, through the recall of spiritual
memories of the past which ever persist, and are
available to mental sympathy. Received by Frederick
Bligh Bond through the hand of Hester Dowden."

Green, Anne

Reader, I married him. 288p. D (Copyright
fiction) [c.'31] N. Y., [Burt] 75 c.

Greisheimer, Esther Maud

Physiology and anatomy. 623p. (bibl.) il.
(pt. col.) diags. O [c.'32] Phil., Lippin-
cott \$3

Gurman, Joseph, and Slager, Myron

Radio round-ups; intimate glimpses of the
radio stars. 109p. il. O [c.'32] Bost., Lothrop
lea. cl., \$1

Short biographical sketches of popular radio enter-
tainers.

Haig-Brown, R. L.

Pool and rapid; the story of a river. 239p.
front. (map) D '32 [N. Y., Macmillan] \$2

A novel telling of a Canadian River flowing into
the Pacific and its influence upon the people who
live on its banks from the Indians to the people
of the present.

Hammond, Arthur

Pictorial composition in photography; 2nd
ed., rev. and enl. 226p. il. O '32, c.'20, '32
Bost., Amer. Photographic Pub. Co. \$3.50

Hargreaves, Sheba

Heroine of the prairies; a romance of the
Oregon Trail. 294p. D (Copyright fiction)
[c.'30] N. Y., Burt 75 c.

Hartrick, A. S.

Lithography as a fine art. 80p. il. (pt. col.)
O '32 N. Y., Oxford \$2.50

Hendryx, James Beardsley

Corporal Downey takes the trail. 320p. D
(Copyright fiction) [c.'31] N. Y., Burt 75 c.

Herbert, Mrs. Elizabeth Hamilton

Happy sinner. 340p. D (Copyright fiction)
[c.'31] N. Y., Burt 75 c.

Herts, Benjamin Russell

Grand slam; the rise and fall of a bridge
wizard. 288p. D c. N. Y., John Lowell Pratt,
67 W. 44th St. \$2

Peter Lubitter, born Liubirianoff in Russia, rose to
fame and great wealth in America as a bridge ex-
pert, but failed in the game of life.

Dungan, Nina

I want to be a good American citizen; work book.
23p. il. obl. S c.'32 Chic., Beckley-Cardy Co.
pap. 15 c.; teacher's manual, 25 c.

Frankfort, Henri, and others

Tell Asmar and Khafaje; the first season's work in
Eshnunna 1930-31. 120p. (bibl. footnotes) il., maps,

diags. O (Oriental Inst. communications, no. 13)
[c.'32] Chic., Univ. of Chic. Press pap. \$1.50

Henderson, James Max

Questions and answers with problems and illustra-
tive matter on the criminal law based on all the
standard text and case books. 149p. O (Callaghan's
quizzer ser.) '32 Chic., Callaghan & Co. pap. 75 c.

Hill, George Albert, and Kelley, Louise
Organic chemistry. 572p. il., diagrs. O
[c.'32] Phil., Blakiston's \$3

Homer ★
The Odyssey of Homer; newly tr. into English prose [by T. E. Shaw]. 327p O c. N. Y., Oxford buck., \$3.50; lim. ed., \$60
A translation made under the name of T. E. Shaw by Colonel T. E. Lawrence, author of "Revolt in the Desert." Bruce Rogers designed the Janson type and supervised the making of the book.

Hopwood, Josephus
A journey through the years; an autobiography. 206p. il D '32 St. Louis, Bethany Press \$1.50

Hughes, Ray Osgood
Elementary community civics; new ed. 543p. il. D [c.'32] Bost., Allyn & Bacon \$1.20

Hull, Mrs. Edith Maude
The captive of the Sahara. 308p. D (Copyright fiction) [c.'31] N. Y., Burt 75 c.

Huntington-Wilson, F. M.
Money and the price level. 231p. D [c.'32] N. Y., Century \$2
An explanation for the layman of our present economic difficulties, with a plan for recovery which entails increasing the price level.

Iles, Francis, pseud.
Before the fact; a novel of murder. 310p. D c. Garden City, N. Y., Doubleday \$2
When Lina married Johnnie Aysgarth she discovered he was a cheat and a liar, later that he was unfaithful and a thief, last of all that he was a murderer.

Jacobs, Florence Burrill
Stones, and other poems. 128p. D [c.'32] Bost., Badger bds. \$2

Johnson, Marie W., comp.
Plays and pageants for the church school; rev. ed. 214p. D [c.'29,'32] Bost., Beacon Press \$2

Jones, G. Wayman
Alias Mr. Death. 317p. D [c.'32] N. Y., Fiction League 75 c.
A murder club holds Newkirk City in its grasp until James Gilmore tracks down its members one by one.

Keeler, Harry Stephen
The box from Japan. 765p. D (Dutton clue

mystery) [c.'32] N. Y., Dutton \$2.50
A mystery yarn of television laid in Chicago in 1942.

The riddle of the Yellow Zuri; a mystery novel. 294p. D (Copyright fiction) [c.'30] N. Y., Burt 75 c.

King, Basil
The break of day. 346p. D (Copyright fiction) [c.'30] N. Y., Burt 75 c.

Kirby, Richard Shelton, and Laurson, Philip Gustave
The early years of modern civil engineering. 340p. (bibls.) il., maps, diagrs. O c. New Haven, Conn., Yale \$4
A history of pioneer civil engineering in Europe and America during the 18th and part of the 19th centuries.

Klein, Felix ★
Jesus and His Apostles; tr. [from the French] by W. P. Baines; preface by Cardinal Verdier. 374p. O '32 N. Y., Longmans \$3.50
How Jesus prepared the Apostles for their teaching mission.

Kotschnig, Walter M., and Prys, Elined, eds.
The university in a changing world; a symposium. 224p. D '32 N. Y., Oxford \$2.50

Lane, Bertha Palmer, ed.
Tower legends. 153p. (bibls.) il. (col. front.) maps (col.) O c. Bost., Beacon Press bds. \$2
Stories, mythological, historical and fanciful, of the world's famous towers, written especially for boys and girls from 12 to 15 years of age.

Langham, James Mars
Planetary effects on stock market prices, with indications for 1933-1934-1935. 179p. diagrs. D [c.'32] Los Angeles, Maghna Pub. Co., P. O. Box 237, Brentwood Hghts. Sta. \$5
An enlargement of and sequel to the author's booklet, "Business Cycles versus Planetary Movements, 1860 to 1935."

Lewis, Hazel A.
The primary church school. 272p. (bibl.) D [c.'32] St. Louis, Bethany Press \$1.35
A handbook on its administration.

Lewis, Lloyd
Sherman, fighting prophet. 702p. (15p. bibl.) il., maps O [c.'32] N. Y., Harcourt \$3.50
A biography of the Civil War general, William Tecumseh Sherman.

Howard, Rev. S. A.
Instructions for confirmation. 48p. D '32 Milwaukee, Morehouse pap. 20 c.

International wage comparison; a report of two international conferences and a critical review of available statistical data. 262p. (bibl. footnotes) O (Soc. Science Research Council bull. no. 22) '32 N. Y., Social Science Research Council, 230 Park Ave. pap., apply

Johnston, Earl S.
The functions of radiation in the physiology of plants; 2, Some effects of near infra-red radiation on plants. 19p. bibl.) il. O (Smithsonian misc. coll. v. 87, no. 14) '32 Wash., D. C., Smithsonian Inst. pap., apply

Lane, Francis Emmet
American charities and the child of the immigrant; a study of typical child caring institutions in New York and Massachusetts between the years 1845 and 1880. 172p. (bibl.) D '32 Wash., D. C., Catholic Univ. of Amer. pap. \$1.25

Lazenby, C. D.
Basic bookkeeping and accounting; bk. 2; 5 units. various p. Q c. Lincoln, Neb., Univ. Pub. Co. pap. \$1.28

Ledlie, John A.
Ventures in Christian living; a discussion course in social and economic questions, with program projects for further study. 62p. (bibl.) S c. N. Y., Ass'n Press pap. 50 c.

Lee, Ed. M.
California gold, quarters, halves, dollars; a descriptive list of privately issued, interesting and historical coins of small denominations. 94p. front. O [c.'32] [Glendale, Cal., Kenneth W. Lee, 623 Security Bldg.] flex. lea. cl. \$3

Lewis, E. E., and others
Adventures in dictionary land; bk. 3; Problems and lessons for pupils in the use and enjoyment of the dictionary. 80p. il. O [c.'32] N. Y., Amer. Bk. pap. 20 c.

Lochhead, Jewell

The education of young children in England. 232p. (7p. bibl.) O (Contribs. to educ., no. 521) c. N. Y., Teachers Coll., Columbia Univ. \$2.25

Loder, Vernon, pseud. [John George Haslette Vahey]

Between twelve and one. 312p. D (Copyright fiction) [c.'29] N. Y., Burt 75 c.

Lowrie, Samuel Harman

Culture conflict in Texas 1821-1835. 189p. (6p. bibl.) front. (map) O (Studies in hist., economics and public law, no. 376) c. N. Y., Columbia Univ. Press \$3

A study of the cultural conflict in Texas between Mexicans and the Americans.

McCasland, Selby Vernon

The resurrection of Jesus. 219p. D '32 N. Y., Nelson \$2

Mansfield, Harvey C.

The lake cargo coal rate controversy; a study in governmental adjustment of a sectional dispute. 273p. (2p. bibl. note) front. (map), diagr. O (Studies in hist., economics and public law, no. 373) c. N. Y., Columbia Univ. Press \$4.25

Mason, William Lesley, comp.

How to say it—correctly. 344p. (bibl.) D [c.'32] N. Y., Burt lea. cl., \$1.50
Common mistakes in English corrected, and explanations of grammatical usage. Indexed.

Mellor, Joseph William

A comprehensive treatise on inorganic and theoretical chemistry; v. 12. 956p. (bibls.) il., maps, diagrs. O '32 N. Y., Longmans \$20

Merriitt, O.

The moon pool [fiction]. '32 N. Y., Live-right \$2

Moore, George Voiers

Improving the small church school. 172p. (5p. bibl.) D [c.'32] St. Louis, Bethany Press \$1

Morro, William Charles

Stewardship; a study of the teachings of the Bible on the subject of a man's obligation to God in financing the work of the Kingdom. 191p. S [c.'32] St. Louis, Bethany Press \$1

Mowery, William Byron

Singer of the wilderness. 352p. D (Copyright fiction) [c.'31] N. Y., Burt 75 c.

Muirhead, John H.

Rule and end in morals. 126p. D '32 N. Y., Oxford \$1.25

Myers, J. Arthur

The child and the tuberculosis problem. 246p. il. O '32 Springfield, Ill., C. C. Thomas \$3

Neff, John P., comp.

Gleanings from the fields of thought. 175p. D c. Takoma Park, D. C., Washington Coll. Press \$1.25

Inspirational selections, both prose and verse, from all literature.

Nichols, Egbert Ray, ed.

Intercollegiate debates (v. 13); the year book of college debating; with an appendix containing a list of college and university directors of debate. 476p. (bibls.) D [c.'32] N. Y., Noble & Noble \$2.50

Ogden, Robert Morris

Psychology and education; new ed., rev. in collaboration with Frank S. Freeman. 364p. (bibl. and bibl. footnotes) il., diagrs. O [c.'32] N. Y., Harcourt \$2.50

O't, Russell

The efficient young people's society. 131p. diagrs. D [c.'32] Anderson, Ind., Warner Press \$1

On the brink of the precipice (a story for ★ young people) author unknown; tr. by E. C. Eid. 112p. D [c.'32] Rock Island, Ill., Augustana B'k. 75 c.

Oppenheim, Edward Phillips

Up the ladder of gold. 312p. D (Copyright fiction) [c.'30,'31] N. Y., Burt 75 c.

Ordway, Edith Bertha

Fifty-six of the best operas (handbook of the operas); rev. and enl. 339p. front. (por.) O [c.'15,'17] N. Y., Burt \$1

Page, Dorothy Myra

Gathering storm; a story of the black belt. 374p. il. D '32 N. Y., Internat'l Publishers \$2
A novel of southern Negro mill workers.

Lindegren, Alina M.

Institutions of higher education in Sweden. 50p. (bibl.) O (Office of Educ. pamphlet no. 32) '32 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Lunn, Sir Henry

A Free Church impression. 45p. O (Lambeth ser.) '32 Milwaukee, Morehouse pap. 35 c.

McAuslan, William Alexander, comp.

Mayflower index; 2 v. [genealogy]. 1250p. '32 Bost., General Society of Mayflower Descendants, 9 Ashburton Pl. \$12

Macdonald, Marie Greer, comp.

Beautiful thoughts and mottoes for every day, from the world's famous authors. 52p. front. (por.) Tt c. '32 Chic., Macdonald & Groff, 3905 Madison St. pap. apply

Mag'II, Roswell

Cases on civil procedure; 1932 ed. 901p. O (Univ. caseb'k) '32 Chic., Commerce Clearing House \$6.50

Meinke, W. G.

An outline of medieval European history. 48p. (2p. bibl.) D [c.'32] N. Y., Harcourt pap. 50 c.

Morrow, R. L.

The menace of Christianity and capitalism. 71p. O [n. d.] Seattle, Raymer's Old Bk. Store, 905 3rd Ave. pap. 50 c.

New York City Cancer Committee

Cancer: then and now. 80p. il., maps, diagrs. obl. O [c.'32] N. Y., Chemical Found. pap. gratis

Nicklin, John W., ed.

The United States album; providing spaces for every regularly issued and obtainable adhesive postage and revenue stamp of the United States. 137p. il. Q [c.'32] N. Y., Grosset \$1

Otto, Henry J.

Current practices in the organization of elementary schools. 128p. (bibl., bibl. footnotes) O (Northwestern Univ. contribs. to educ., School of Educ. ser., no. 5) c. Evanston, Ill., Northwestern Univ. School of Educ. apply

Park, Maxwell Gerald

Training in objective educational measurements for elementary school teachers. 106p. O (Contribs. to educ., no. 520) c. N. Y., Teachers Coll., Columbia Univ. \$1.50

Parke, F. G., pseud.

First night murder. 298p. D (Copyright fiction) [c.'31] N. Y., Burt 75 c.

Parmenter, Christine Whiting [Mrs. Kenneth R. Parmenter]

One wide river to cross. 342p. D (Copyright fiction) [c.'27] N. Y., Burt 75 c.

Patterson, Ernest Minor

America: world leader or world led? 174p. (bibl. footnotes) D [n.d.] N. Y., Century \$1.50

An interpretation of America's position in the economic world by a professor of economics in the University of Pennsylvania who is also the president of The American Academy of Political and Social Science.

Peacock, Elizabeth

The ignoramus book of home decoration. 262p. diags. D (Ignoramus handb'k.) '32 N. Y., Sears flex. cl., \$2.50

Pearl (The); Bowdoin ed., the text of the fourteen century English poem; ed. by members of the Chaucer course in Bowdoin College. 93p. (bibl.) S c. Bost., Bruce Humphries \$1.50

Pearson, Alfred J.

The land of a thousand lakes. 109p. il. D ['32] Hancock, Mich., Suomi College \$1
The author's impressions of Finland where he lived for nearly five years as the Minister of the United States.

Perkins, Grace [Mrs. Fulton Oursler, Dora Macy, pseud.]

No more orchids; il. with scenes from the photoplay. 320p. D (Popular copyrights) [c.'32] N. Y., Grosset 75 c.

Petersham, Maud Fuller [Mrs. Miska Petersham], and Petersham, Miska

Auntie and Celia Jane and Miki [il. by the authors]. no p. il. (col.) Q c. Garden City, N. Y., Doubleday bds. \$2

The story of the friendship between Miki, a little boy, and Auntie who was very old and had once taken care of Miki's mother, Celia Jane. For children of 4 to 8 years.

Petrie, A.

An introduction to Greek history, antiquities and literature. 160p. D '32 N. Y., Oxford 95 c.

Pittman, M. S., and Hover, J. Milton

Profitable farming. 432p. (bibl.) il. D '32 Evanston, Ill., Row, Peterson \$1

Plummer, A. Newton

The great American swindle, incorporated [finance]. 320p. O '32 N. Y., Author, 5 White St. \$5

Powers, Mabel (Yehsennohwehs)

The Indian as peacemaker. 223p. (5p. bibl.) il. D [c.'32] N. Y., Revell \$2

A history of the contributions of the American Indian to peace.

Price, Frederic Newlin

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Mackenzie's Voyages. Phila. 1802.

Me. Geologist & Biographer. Vol. 3, no. 4.

Sir William Alexander. Prince Soc.

Quaife. Chicago and Old Northwest.

Shields. Battle of Big Hole.

Stiles. Hist. of Windsor, Conn. 2 vols. 1891-2.

Va. Mag. of Hist. & Biog. Vols. 16, 17, nos. 2
& 3; 18; 19; 20, nos. 2 & 3; 28; 29,
nos. 3 & 4.

Wm. & Mary College Quarterly. Odd vols. or
numbers.

Worcester Soc. of Antiquity. Vol. 16, nos. 3 & 4;
vol. 17, nos. 5-12.

Warfield. Ann Arundel & Howard Cos., Md.

Genealogies. Banta, 1893; Cabell, 1895; Car-
ter, 1897; Gilmer, 1893; Humphrey, 1883;
Meriwether, 1892; Putnam, 1891-1908;
Underwood, 1913.

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Frye. Romance and Tragedy.

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Kniffin. Savings Bank and Its Present Work.

Kuhnhardt. Small Yachts F. & S.

Long. Wood Folk Series. Orig. ed. 1sts:
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The Etude, Sept.-Nov., 1916.

Lit. Era. Phila., June, 1901.

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 American Museum of Natural History, N. Y.,
 Bulletin, 1900 to date.
 Astrophysical Journal. Univ. of Chicago. Cpl.
 Biological Bulletin of the Marine Biological Labor-
 atory. Woods Hole. Vols. I a.; II, 1915;
 XXIX, no. 5, Nov. 1920; XXXVIII, no. 5,
 May, no. 6 June; XXXIX, nos. 1, 2, 3, 4;
 1925, XLIX, no. 6; 1926, I, no. 6.
 Bureau of Standards. Washington Bull. Compl.
 Casey. Memoirs of Coleoptera. Pt. I-XI.
 Chemical Reviews. Vol. I, 1924 to date.
 Colebrooke. Miscellaneous Essays. 1874. 3 vols.
 Dana. Library Primer. N. Y. 1910.
 Francis. Russia from the American Embassy.
 Genetics. Princeton. Complete set to date.
 Lucretius ed. Merril. Berkeley, 1917.
 National Acad. of Sc., U. S. A. Proceedings. 1915,
 vol. I; 1917, vol. III, nos. 4, 5; 1918, vol.
 IV, no. 3; 1924, vol. X, no. 9.
 Scripture. Elements of Experim. Phonetics.
 Wellcome Research Laboratory. London. Publ.

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 Jl. of Physic. Chemistry, Vol. 1, 1897; Vol. 23,
 1919.
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 Nash. America, the True History of Its Dis-
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 New York, 1878.

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Forthcoming Issues

✿ ✿ ✿ Discouraged but determined we shall pursue our search for "Moon-Calf." The scene of our endeavors next week will be Chicago. ✿ ✿ ✿

✿ ✿ ✿ A national Emergency Library Council, composed of prominent citizens, has been organized under the auspices of the Association for Progress Through Libraries, at 500 Fifth Ave., in an effort to conserve the interest of libraries which are today facing a serious crisis. The plans of this organization will be described in next week's *Publishers' Weekly*. ✿ ✿ ✿

✿ ✿ ✿ One of the most charming New England bookshops is Mercy Boyd's at Waterbury, Conn. A story of what this shop is like and how it came to be will be another feature of next week's number. ✿ ✿ ✿

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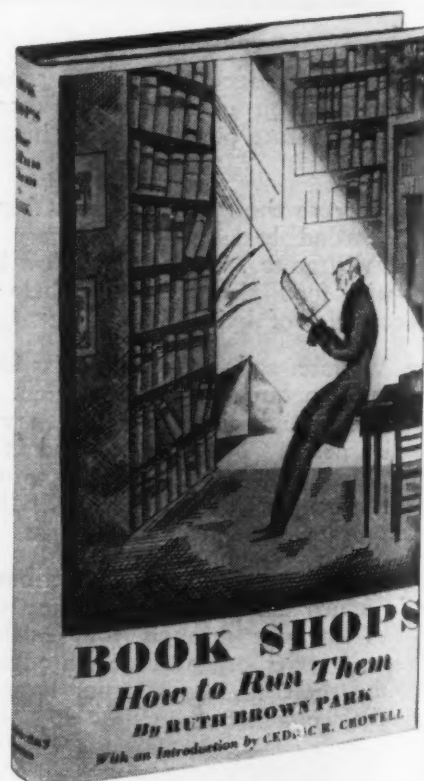
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